CHEMIST & DRUGGIST

The newsweekly for pharmacy

October 31, 1992

OVER THE COUNTER INSIDE

ANOTHER THROAT LOZENGE FROM MERRELL THAT GROCERS WILL BE SORE ABOUT.

Merrell Medicines

Trust Merrell Medicines to make things better.

Gwent tells public of pharmacy role

Guild's concern on jobs in wake of Tomlinson

Society opposes more freedom in Council election

Linking up with self-help groups

Making waves: a *C&D* seminar on hairstyling

A question of taking time off

Wellcome under the microscope

Heseltine lets AAH off the MMC hook

NEW PARAMOL

YOU CAN'T HIT PAIN MUCH HARDER

It's the power you have been waiting for, and the first true innovation in over-the-count analgesia for almost a decade.

New PARAMOL. Specially reformulated with dihydrocodeine tartrate BP 7.46 mg and paracetamol BP 500 mg, it is now available without a prescription.

PARAMOL offers a new level of pain relief for any of your customers who need more pa relief than simple analgesics can give.

So you've now got a new level of pain rel you can give your customers, the power you ha been waiting for.

NEW DIHYDROCODEINE & PARACETAMO

PARAMOL

Finally, Pharmacists Have Th Power They've Always Neede

NAPP

Consumer Products Division, Napp Laboratories Cambridge Science Park, Cambridge CB4 4GW, U Member of Napp Pharmaceutical Group.

® The NAPP device and PARAMOL are Registered Trade Marks.
© Napp Laboratories Ltd 1992

CHEMIST & DRUGGIST

INCORPORATING
RETAIL CHEMIST
& PHARMACY UPDATE

Editor: John Skelton, MRPharmS
Deputy Editor: Patrick Grice, MRPharmS
Contributing Editor: Adrienne de Mont, MRPharmS
Business Editor: Zachary Goldring, MSc
News Editor: Jane Feely, PhD, MRPharmS
Beauty Editor: Sarah Purcell, BA
Technical Editor: Jacqui Brommell, MRPharmS
Art Editor: Tony Lamb
Price List Controller: Colin Simpson
Advertisement Manager: Frances Shortland
Assistant Advertisement Manager: Doug Mytton
Advertisement Executives: Julian de Bruxelles
Pauline Borda
Production: Shirley Wilson
Publisher: Ronald Salmon, FRPharmS
Director: Felim O'Brien

Published Saturdays by Benn Publications Ltd, (member, United Newspapers Group), Sovereign Way, Tonbridge, Kent, TN9 1RW
Telephone: 0732 364422
Telex: 95132 Benton G
Facsimile: 0732 361534

Regional Advertisement Offices:
Manchester (North & Scotland):
Area Manager: Brian Carter
(061-881 0112)

Subscriptions: Home £95 per annum. Overseas & Eire £133 per annum including postage. £1.94 per copy (postage extra).

ABC Member of the Audit Bureau of Circulations

un A United Newspapers publication

Thisweek

VOLUME 237 NO 5854 133rd YEAR OF PUBLICATION ISSN 0009-3033

Pharmacy Week hits the road in Gwent to promote community healthcare role 782
FHSA chairman Ken Rew expresses concern at lack of co-ordination of FHSA initiatives

Implementation of Tomlinson report could see 150 hospital jobs go, warns Guild 783
In pharmacy terms, many hospitals facing closure are centres of national repute

RPSGB Council decides against greater freedom for election candidates 784
Register of Council members' interests to be introduced

PSNC at last able to announce new fee scales effective from November 785
Script fees up to 159p and 80.5p, with threshold up to 1,700

A link with a cancer support group 804
The charity Cancerlink explains the type of help it can give

Hairstyling — making the right kind of waves 805
A *C&D* seminar co-sponsored by Smithkline Beecham

Getting to grips with holidays 809
Some questions answered on where you stand legally

Wellcome show profits up 25pc 811
Strategies of concentrating on marketing and drugs pays off

AAH let off MMC hook over Medicopharma 812
Wholesaler allowed to keep business from Aberdeen depot

REGULARS

Topical reflections 785
Prescription specialities 786
Medical matters 788
Counterpoints 790
Personal opinion 802
Letters 803
Questions & Answers 810
Business news 811
Coming events 812
Classified advertisements 813
Business link 819
About people 820

Comment

Every week, it seems, the pages of the pharmaceutical Press are filled with stories of initiatives taken by FHSAs and LPCs to further the role of community pharmacy. This week is no exception with news of Gwent's Pharmacy Awareness Week. This is not the first pharmacy initiative from Gwent, who recently compiled a smoking cessation protocol, and it won't be the last. However, FHSA chairman and pharmacist Ken Rew has realised that while his pharmacy subcommittee works at implementing these initiatives, so do many other similar groups across the country. So Gwent intend to document their progress, using a standard format, and ask the other Welsh FHSAs to do the same. By collecting this information, Gwent will presumably be able to put groups embarking on a particular campaign in touch with those whose efforts have already come to fruition. As Mr Rew remarks, there is a lot of duplicated effort and some FHSAs could learn from following the lead of others.

NPA director Tim Astill voiced similar concerns at the recent NACEP conference (*C&D* October 17 p714). A lack of co-ordination of local initiatives prompted by the Joint Working Party report and of practice research topics, has led to many well-intentioned pharmacists re-inventing the wheel, he said. Often it was only when pharmacist A approached the NPA for information on a topic that they discovered that pharmacist B, elsewhere in the country, was perhaps a year down the line with the same project.

While there are undoubtedly many enthusiastic and committed pharmacists at the leading edge of our profession, any time lost through a duplication of often arduous research and effort must surely be deplored. Every day that one FHSA spends drawing up a protocol that is already in place in another area means the profession is not moving forward as efficiently as it could.

It seems that the time is now right for one of the pharmacy bodies to take a lead and appoint a co-ordinating group for pharmacy initiatives (not forgetting that PSNC is already keeping a close eye on any LPC/FHSA programmes that may involve remuneration). Surely someone, somewhere could set up a data base, do a nationwide request for information on who's doing what, and help co-ordinate progress. That way, whenever an FHSA, LPC or enthusiastic individual decides to press ahead with a particular pharmacy initiative, they could have access to relevant information and be put in touch with those who have gone before, to the benefit of all.

Pharmacy week leads Gwent's activity

The role of the community pharmacist, particularly in healthcare matters, is being promoted to the public in Gwent during Pharmacy Awareness Week, starting this Monday (November 2).

The initiative has been organised jointly by Gwent Family Health Services Authority, the Local Pharmaceutical Committee and the Health Authority.

During the week, a mobile unit will be touring the five Borough Councils in Gwent to show people the part community pharmacists can play in health promotion. In particular, Gwent pharmacists' recent campaign to target smoking cessation will be highlighted.

Literature and posters will be displayed in the mobile unit and a pharmacist will be on hand to answer people's questions. The unit will call at Ebbw Vale on Monday, Cwmbran (Tuesday), Newport (Wednesday), Chepstow (Thursday) and Blackwood (Friday), between 9am and 5pm.

Miss M.G.E. Price, chief administrative pharmaceutical officer at Gwent Health Authority, said that the aim was to make the public more aware of what the community pharmacist could offer them. In the past, the NHS often seemed more concerned with treating illness rather then promoting prevention, she said. Pharmacy Awareness Week hoped to address this side of healthcare.

Pharmacist Ken Rew, who is chairman of Gwent FHSA, told *C&D* that the Authority had built the enhancement of the role of community pharmacists into its business plan last year.

The FHSA has already run awareness weeks for dentists and opticians using the same mobile unit. On those occasions, about 100 people a day had come to ask questions or pick up leaflets.

The FHSA had also taken a stand at the annual Monmouth show and Authority staff were on hand to talk about what they did and to help raise their public image.

Currently, the FHSA's campaign on smoking cessation was progressing well, he said. A protocol for community pharmacists to help identify and encourage those customers who wished to give up smoking had been produced following a meeting held in May.

The protocol had been validated by academics and had been on trial in ten pharmacies in Gwent for the past month.

The FHSA is so satisfied with this protocol that it is in the process of drawing it to the attention of all community pharmacists in the county.

The FHSA is currently planning its campaigns for next year and Mr Rew believes that skin cancer, diet and alcohol will feature strongly in future pharmacy initiatives.

Mr Rew says that he is also concerned that there seems to be no co-ordination of pharmacy initiatives being taken by FHSAs across the country.

Miss Price, who chairs the FHSA's pharmacy subcommittee, is currently writing an agenda of Gwent's pharmacy initiatives, compiled in a set format. This will be sent to all other Welsh FHSAs so they they can complete a similar agenda. Gwent then plans to correlate this information.

"Everyone's doing their own little thing," said Mr Rew. "So many good things are going on and a lot of FHSAs could follow the lead of others."

Gwent has also appointed a new prescribing adviser. Saran Braybrook is a pharmacist who will undertake to study for a PhD at the University of Wales, looking at rational prescribing and formularies, said Mr Rew.

Surgichem concerned over MDS suggestion

Surgichem are concerned over the suggestion that the monitored dosage system unveiled by Unichem last week (**Counterpoints** p746) should be used in conjunction with their Nomad system.

Norman Niven, Surgichem's managing director, says: "The Nomad system centres on a portable cassette which is filled and sealed by the pharmacist. The Unichem scheme only involves the annotation of the manufacturer's original packaging, leaving responsibility for dispensing to the carer.

"Clearly the two systems

PSNC advises against PI survey

Pharmacists approached by market researchers Taylor Nelson Healthcare to participate in a Parallel Imports Monitor panel are being advised by the Pharmaceutical Services Negotiating Committee not to co-operate.

In a statement issued this week, the Committee says: "In the PSNC's view the survey is not beneficial to pharmacy contractors in general."

Taylor Nelson's letter to pharmacists says the survey is designed to establish the proportion of selected drugs dispensed with a parallel imported product.

On the survey forms, there are two columns — one headed UK Dispensed Product, the other for Dispensed with Parallel Imported Product. Pharmacists are asked to record in the relevant column the number of scripts dispensed for any of those brands.

Taylor Nelson also say they are interested in receiving price lists, circulars, etc, regarding parallel imports on sale to retail pharmacists. Participants are asked to include any of these they do not need with their returned forms. A fee of £10 will be paid to the person who first sends a document that the company has not previously seen.

The survey is being carried out in two-weekly periods, with a two week break between each recording period. A payment of £7 per form will be made, in arrears, after every three forms returned.

At the end of each two week period, there are four additional questions to answer relating to supply difficulties, first time use of PIs, special offers and new PIs.

Taylor Nelson say this information is "of vital importance to major drug manufacturers, in their efforts to give the best possible service to (pharmacists) and the public".

Pharmacy graduates most likely to find jobs

Graduates in medicine, pharmacy, law and accountancy are most likely to have found employment within six months of leaving university, according to statistics from the Committee of Vice-Chancellors and Principals.

However, the latest figures also show that more than a third of students reading science, engineering and technology at some universities drop out without finishing their courses.

The highest unemployment rate was found among graduates of archaeology, fine art, philosophy, biotechnology and anthropology.

Statistics also show that research income per full time academic rose 152 per cent in six years from about £12,000 in 1984.85 to £30,300 in 1990.91. The student/staff ratio also rose, showing an increase in teaching load of 18.7 per cent in six years.

operate in entirely different ways. We cannot endorse the use of our MARS sets, or any other component of the Nomad system in a half-way house, hybrid scheme."

Nomad operates as a complete package with its own administration record system, computer software programme and range of accessories for the care home, he added.

Unichem currently distribute the Nomad system. The arrangement remains unaltered by the current disagreement.

Mr Niven was also concerned that some residential homes might be misled into believing they were being offered the Nomad system. If pharmacists attempt to pass off Unichem's monitored dosage system as Nomad, "we would have no hesitation in taking the appropriate action", he warned.

Patients use OTCs for NSAID side effects

Patients are significantly underestimating the dangers of taking non-steroidal anti-inflammatory drugs and are buying OTC medicines to alleviate the side effects, according to the results of a national survey.

The survey, carried out by Gallup, showed that while doctors acknowledged that the use of NSAIDs could lead to mucosal damage, many patients did not consult their GP when they suffered side effects.

The results were revealed at the launch of a new patient information leaflet by the Medical Advisory Service Charity.

The leaflet — "Keep Taking The Tablets?"— contains general information about analgesics and a check list of possible side effects. In it, patients are advised to tell their pharmacist of any history of digestive disorders or stomach ulcers.

The survey concluded that patients needed to be better informed about their drugs and what side effects to look for. They should be encouraged to consult their GP and expect to have their medication changed to a safer one or to have a protective drug added, MAS said.

Two thirds of the 502 patients questioned said they suffered side effects from their medication. Of these, 39 per cent did not consult their doctor, 43 per cent ignored the side effect and 25 per cent stopped taking their medication.

A worrying 17 per cent said they purchased additional OTC medication to alleviate the side effects experienced when taking the drug.

EC market may damage your health

The EC single market could do serious damage to Europe's pharmaceutical industry, according to a report from the Institute of Economic Affairs' health and welfare unit.

The report — "Undermining innovation: parallel trade in prescription medicines" — looks especially at the parallel importing phenomenon, where drugs from countries where artificially low drug prices are imposed are exported to states where the industry is free to set its own prices.

Consumers have an interest in both low prices for medicines and new products to improve health, the report notes. Yet in Europe prescription medicines tend to be paid for by governments which, in their anxiety to contain costs, forget the consumer has an interest in innovation.

As a consequence, there is widespread price regulation, but when combined with EC requirements on the free movement of goods, there have been unintended side effects, such as the emergence of the parallel import market. In the supply of pharmaceuticals, where the trade is due to the imposition of uneconomic pricing by the state, the consumer suffers in the long run, according to the report.

The income of pharmaceutical companies is vital to maintaining their R&D effort. With freer movement of goods, there is a risk that prices will be forced down to the level of the country with the lowest regulated price.

The report says it is essential that action is taken to ensure that companies are able to gain a reasonable price for their products right across the EC.

Tomlinson: Guild fears for hospital pharmacy jobs

As many as 150 hospital pharmacy jobs could be at risk if the Tomlinson report into London's health service is implemented. The resulting loss of pharmaceutical expertise could have serious repercussions for the future of pharmaceutical services in the capital.

A spokesman for the Guild of Hospital Pharmacists told *C&D* that the report's proposals could mean between 100 and 150 of London's pharmacists could lose their jobs. There would also be fewer pre-registration places.

The much-leaked report proposes a major shift in the capital's health services with a rationalisation of hospitals and medical schools. The closure of at least ten hospitals are among the recommendations, including:

- St Bartholomew's and the Royal London Hospitals to merge
- St Thomas's and Guy's Hospitals to merge on one site
- The Charing Cross Hospital to house specialist services including the Royal Brompton and Royal Marsden Hospitals
- Closure of the Middlesex Hospital, The Royal National Throat, Nose and Ear Hospital, St Mark's and the Hospital for Tropical Diseases.
- Medical schools to merge within four faculties of medicine.

However, calls for more money to be put into general practice and community health services have met with more support.

Sir Bernard Tomlinson, Emeritus Professor of Pathology at Newcastle University, said there needed to be a shift from acute hospitals towards health services in the community.

"More money needs to be put into improving GPs' premises and services and into boosting the work of primary healthcare teams," he said.

Specialist services are needlessly duplicated and action is needed to rationalise services and the hospital capacity and to balance this with future demand.

While the Guild applauds the report's calls for extra funding for primary healthcare they question whether this is best achieved at the expense of secondary and tertiary healthcare facilities.

In pharmacy terms, many of the hospitals facing closure are centres of national repute. The Middlesex Hospital has expertise in HIV, Charing Cross in clinical pharmacy, and St Bartholomew's in "specials" production.

The Guild's message for pharmacy managers in outlying areas of London is to ensure they had sufficient staff to cope with the extra workload which could result from these proposals.

The Government welcomed the Tomlinson report's "broad conclusions" about the need to rationalise and re-organise but said that much of the detail needed further examination.

Secretary of State for Health Virginia Bottomley said the report's recommendations would be considered carefully and a detailed response was likely in the New Year. Minister for Health Dr Brian Mawhinney will visit those institutions potentially most affected and Tim Chessells, chairman of North-East Thames RHA, will chair a group to oversee the recommendations.

Shadow Health Secretary David Blunkett said: "It has become clear that Tomlinson is to provide a front for cuts and closures rather than much needed improvements in London's healthcare."

Reaction from London's RHAs was generally positive. In a joint statement, they said the recommendations "if followed through systematically, will contribute to better healthcare for Londoners and to maintaining and improving the capital's international standing as a centre for medical education and research".

Pressure group London Health Emergency, and the health union COHSE have launched their Londoners Need London's Hospitals campaign which calls for a Greater London RHA, a £100 million cash injection and an end to opting out.

Health prevention message

"Preventative health messages should be communicated to patients at the pharmacy level and not just confined to the GP surgery," according to Mike King, assistant secretary of the Pharmaceutical Services Negotiating Committee.

Speaking at the launch of Cholesterol Countdown Week (October 19-25), Mr King said that hundreds of pharmacies were now equipped to screen cholesterol levels.

"Since the launch of the new Boots home cholesterol testing kit, the public increasingly understand the importance of controlling all risk factors for coronary heart disease, particularly cholesterol," Mr King added.

A survey, commissioned by the Family Heart Association and published to coincide with Cholesterol Countdown Week, shows that even after having a heart attack only two out of ten people are then given a cholesterol test by their GP.

The survey also revealed that eight out of ten people in the UK have never had a cholesterol test and of those with three or more risk factors for coronary heart disease, seven out of ten had not been tested.

Of those people who had received a cholesterol test, more than eight out of ten were either above the recommended level or did not know what their level was.

Council against greater freedom in elections

The RPSGB Council has decided against amendments to its policy on Council election procedures, despite calls for greater freedom of expression for candidates.

One of the motions passed at last May's Branch Representatives Meeting said that candidates in Council elections should be allowed greater freedom to promote themselves.

The current policy of not accepting letters from candidates for publication in the *Pharmaceutical Journal*, once nominations had been published, was discussed, but on balance, Council decided not to amend this. In pursuing the general principle of equal opportunity for all candidates, it was appreciated that the *Journal's* Editor would probably not be able to cope with the volume of letters.

Agreement could not be reached on whether the Council's policy on canvassing could be liberalised. There was sympathy for the resolution, but without further study of the current procedures, and that of other professions, the Council could not come to a firm decision. A paper has therefore to be prepared for future consideration.

Council members' interests The Council agreed that the introduction of a Register of Council members' interests would be a step in the right direction in making all Council members aware of their fellow members' interests.

All Council members will be requested to make entries in the Register regarding their sources of income. Interests to be declared include shareholdings and remunerated consultancies and contract work. The Register will be updated annually.

Monitored dosage systems Despite a motion that stated that the supply of MDS systems, without reasonable payment, was an inducement to obtain NHS prescriptions and was therefore unethical, the Council stopped short of the same conclusion.

"Whilst the Council appreciates that the supply of such systems, without reasonable payments, is undoubtedly an inducement, the view was taken that because the system is an integral part of the professional service being provided, and the benefit to the patients and those caring for patients is considerable, the supply of the system cannot properly be described as unethical."

Controlled Drugs' register The Council agreed with calls for the current CD register, and the way of recording entries, to be reviewed.

Staff accommodation The Council rejected calls for consideration to be given to relocating parts of the Society's operation to areas outside London as "undesirable".

- Next year's Branch Representatives Meeting will be held on May 13, 1993. The format will follow that of this year. The last date for receipt of motions is January 29.

Most flu vaccines through GPs

The Association for Influenza Monitoring and Surveillance (AIMS) launched a campaign this week to inform the public about the risks of influenza. Between 3,000 and 4,000 people die from flu in the UK every year, says AIMS, which is jointly sponsored by the four flu vaccine suppliers.

Manufacturers believe they have sufficient stocks of the vaccine to cover the likely demand, although no-one can predict accurately whether or not there will be a flu epidemic.

But it seems most doctors are likely to continue to obtain vaccines direct rather than through pharmacies. Dr John Watkins, a Gwent GP who carried out a survey in his area, found that only 29 per cent of GPs prescribed flu vaccines on FP10.

He told a Press conference to launch Flu Awareness Week (October 26-30) that the proportion was similar elsewhere in the UK. He admitted that GPs tended to obtain the vaccine through pharmacies only when they had run out of stocks.

He told *C&D* that the £2 dispensing fee helped to compensate for the lack of any other fee from the NHS for administering the vaccine.

This season's vaccine is similar to last year's and contains an A/Beijing/353/89 (H_3N_2)-like strain, an A/Singapore/6/86 (H_1N_1)-like strain and either a B/Yamagata/16/88 or a B/Panama/45/90-like strain.

Pharmacy to feature in Yorkshire radio ads

Making better use of your community pharmacist is the theme of a radio advertisement due to be aired in South Yorkshire during November.

A joint campaign funded by Sheffield, Barnsley and Doncaster Family Health Services Authorities aims to raise public awareness of pharmaceutical and ophthalmic services.

A series of 168 adverts of 40 seconds, split evenly between the two topics, will be aired on Hallam FM and Great Yorkshire Radio starting on November 2.

The pharmacy ad features a conversation between a nose and a throat, both suffering with colds. While the nose is convinced he's dying and needs "hospital, medics, specialist care", the throat tells him the pharmacist can help: "Your pharmacist can do almost as much for you [as a doctor] in many cases. They offer advice and help select the right treatment."

The conversation finishes on a comic note and the public are told to contact their local pharmacist or FHSA for more information.

Guy Rotherham, planning and development manager at Sheffield FHSA, told *C&D* that this was the first time any of the Authorities had worked with radio advertising.

"We are hoping it will be successful in increasing the awareness of services and we will be looking for evidence of this," he said. Sheffield is also keen to promote the FHSA to the public but on this occasion, they felt it was more appropriate to advertise the professions where patient contact occurred.

"We applaud the publicity for pharmacy and hope it benefits pharmacists in the area and helps to educate the public," said Martin Bennett, secretary of Sheffield LPC. Gathering evidence of the campaign's success is not going to be as easy for pharmacists as for opticians, who can monitor the increase in sight tests.

Condoms may still embarrass

Nearly half the consumers in a recent survey would like more information about contraception from pharmacists but some are still embarrassed about buying condoms or asking for advice.

Pharmacists can help by providing quiet areas in which such topics can be discussed and by displaying condoms where purchasers will not be in full view of other customers, said Karin Pappenheim of the Family Planning Association, speaking at the launch of the latest Pharmacy Healthcare leaflet.

The survey found that most pharmacists (94 per cent) felt confident about giving advice and just over half thought they should do more to promote safer sex and contraception.

But 73 per cent were asked for advice on contraceptives less than once a week. Most inquiries came from women and related to oral contraceptives.

Roger Odd (right), head of the Society's practice division, with Richard Fairbrass, lead singer of the pop group Right Said Fred, at the launch of the latest Pharmacy Healthcare initiative on contraception

Nearly half of 224 consumers interviewed said they would like more advice on contraceptives/safer sex from their pharmacist. But 28 per cent were embarrassed about buying condoms and 41 per cent said that a quiet area was the most important factor in considering a pharmacist for advice. The next most important factor was a pharmacist of the same sex (17 per cent).

The leaflet was launched by the chart-topping band Right Said Fred, whose lead singer Richard Fairbrass was all in favour of people being able to obtain contraceptive advice from a pharmacy.

But he found it bizarre that condoms were usually stocked besides the "Strepsils and diarrhoea tablets" rather than more discreetly among the male toiletries. Some men are also embarrassed about being served by teenage girls and would prefer someone more mature, he said.

PSNC pushes through pay deal for November

The Department of Health has confirmed that the Treasury has finally agreed the allocation of fee scales and other professional fees for the 4.75 per cent pay settlement announced a fortnight ago (*C&D* October 17, p690).

The announcement comes only after strong representations from the Pharmaceutical Services Negotiating Committee for the new fees to be in place for November. The Prescription Pricing Authority has confirmed to the Department that the changes can be implemented for November prescriptions.

The Department has generally gone along with the fee allocations proposed by PSNC, which will appear in the Drug Tariff:

- Professional fees (Pt IIIA)

  7.8p on first tier fee, taking it to 159p, with the threshold increased to 1,700 prescriptions per month

  9.0p on the second tier fee taking it to 80.5p
- Additional professional fees

  No change to fees in sections 2A, B, C, D, E and F

  Urgent fees (section 2G) increased by 4.75 per cent

  Period of treatment fees (section 2H) increased from 33p to 50p

  Special fee (section 3) on certain appliances and dressings increased from 65p to 80p
- Rota service (Pt XI)

  Fees increased by 4.75 per cent
- Domiciliary oxygen therapy service (Pt X)

  Fees increased by 4.75 per cent
- Essential small pharmacy scheme (Pt XII)

  The upper limit increased by 4.75 per cent to £31,570
- Preregistration training grant (Pt XIII)

  Increased to £4,330
- Advice to residential homes (Pt XIVA)

  Payments for the remainder of the year increased to bring the total annual payments for 1992-93 to the following levels

Initial visit	£60
Fee (up to 20 places)	£300
Fee (over 20 places)	£450

- Patient medication records (Pt XIVB)

  Payments for the remainder of the year to increase to bring the total annual payments for 1992-93 to the following levels

Set up	£250
Annual	£300

- On-cost (Pt VIA)

  To be reduced to 2.5 per cent.

The money commited by the Department to fund waste disposal will go direct to FHSAs, and is outside the global sum.

Financial benefits of a country practice

The reason for the increasing pressure for doctors to dispense was made patently, if inadvertently, clear in the House of Lords last week when Baroness Cumberlege, the Junior Health Minister, revealed that the average income of dispensing doctors relative to their urban colleagues was £38,412 compared to £30,676 (last week p739) or, putting it another way, the average rural GP enjoys a salary premium over his urban counterpart of some 25 per cent!

Is it any wonder that the Dispensing Doctors Association is so active because, as pharmacists know to their majority cost, average incomes bear no relation to the actual benefits enjoyed, with many rural GP's obviously earning far more even than these excessive figures. These incomes are also per GP, but there are few single-handed rural practices. With 70 per cent of the expenses of providing the service paid for by the taxpayer, it is obvious that the cheapest way to dispense in rural areas is via the pharmaceutical profession.

What amazes me, however, is why urban doctors allow their privileged rural brethren to benefit at their expense. The argument is that overall costs are not raised because the disparity of income is accounted for in the division of the medical global sum, but if I was an urban GP I would want my fair share of that global cake. If this then resulted in the whole community benefiting from a comprehensive pharmaceutical service, would that not be an added bonus?

Compliance aids have a benefit

There can be little doubt that the provision of compliance aids is an attractive incentive to encourage any residential nursing home to return to, or adopt a particular supplier of pharmaceutical services. Most successful with this ploy seem to be Boots, who appear to be using all of their nationally available marketing skills to persuade health authorities, social service departments and the home staff themselves that these aids are "recommended" and therefore it makes sense to use Manrex from Boots.

To add clout to their campaign, Boots also provide discount cards to homes which they can use in Boots pharmacies, to purchase items for use in the home. In the real world who can blame those homes, many of whom are poorly equipped, when they turn to Boots instead of their independent pharmacy to buy their camcorders, tea services, compact discs, and all those other everyday pharmaceutical items we all so proudly stock!

This, you might say, is old news and fair competition in our brave new world, but such a service is presently causing consternation in rural areas, where nursing homes miles distant from a particular Boots branch are being serviced to the exclusion of a local pharmacy.

Individually it cannot make economic sense for Boots to provide these services but in the long term, having established a comprehensive nucleus of homes across a given locality, it would make economic sense to transfer all those homes to a single Boots branch of the "closed door" variety, operating from a secondary position where the overheads are low, or from the back parlour of any branch where under-utilised space was available.

This scenario may be vehemently denied but the probability is real and amidst all this it is the local patient who may eventually suffer. Very quickly the new situation will become the accepted norm, with its speed of service accepted as a natural consequence of pharmaceutical progress. The local pharmacy — if it survives — will continue to be used for those immediate little emergencies, but the personal service of a local pharmacist, a familiar face to both staff and patients, will have been lost forever.

Cough up for a bonus

I have stocked Covonia for many years and its sales have built up to become one of my leading brands of cough mixture. This has been assisted by the annual Winter bonus which, in exchange for a good stock order, provides me with excellent profitability. This year's bonus information came with the advice of call from their representative included, no doubt, so that I could savour the thought of good times to come.

The sheet was long and complicated but I have calculated that if I order my normal conservative 12 dozen I will raise my profit on return from a normal 37.5 per cent to 44.3 per cent with marginally improved rates for increasing quantities. So far, so good.

But wait a minute! What is this about a new Children's Covonia and that little bottom line threat? If I do not order the new Children's Covonia I will not be entitled to any bonus price *at all!*

If I wish to buy a new product that is my privilege. If I wish to recommend Covonia that also is my privilege, but to tie the purchasing of one to the quantity bonus of the other is commercial blackmail. Now where did I put that bonus offer for Uncle Sam's Bronchial Cough Remedy?

Topical REFLECTIONS

Xrayser

Scriptspecials

Axsain cream for post-herpetic neuralgia

A new company, Euroderma Ltd have launched Axsain cream, a topical analgesic for the symptomatic relief of post-herpetic neuralgia — neuralgia associated with, and following, herpes zoster infections.

Axsain contains capsaicin, a substance derived from chilli peppers. The company says evidence suggests it exerts its topical analgesic effect by depleting Substance P, which is believed to be the key neurotransmitter of pain from the periphery to the CNS.

Axsain is a Pharmacy medicine and is available on prescription. Each pack contains a patient information leaflet and a diary to aid compliance. The company says studies have suggested that continued therapy is needed to maintain pain relief.

Product licence holder Euroderma Ltd, The Old Coach House, Elm Road, Chessington, Surrey, KT9 1AW

Presentation Smooth white cream containing 0.075 per cent capsaicin in an emollient base. Other ingredients include benzyl alcohol

Indications The symptomatic relief of post-herpetic neuralgia, after open skin lesions have healed

Dosage and administration *Adults*: Apply to affected area not more than three or four times daily. Axsain may cause transient burning on application. This burning is observed more frequently when application schedules of less than three or four times daily are used. Do not apply near the eyes. Not recommended for children

Contraindications Broken or irritated skin.

Precautions If Axsain comes into contact with the eyes, wash thoroughly with copious amounts of water. Do not bandage tightly over Axsain. After applying, wash the hands immediately

Side effects May cause transient burning or stinging on application

Legal category P

Packs 45g tube, £15.04 trade.

Product licence number 10670/0003

Issued September 1992.

● Euroderma have launched three other Pharmacy medicines, available on FP10. Acnisal is a topical cleanser for acne, containing 2 per cent salicylic acid (177ml, £4.50). Meted and Pentrax are both conditioning, medicated shampoos, for the treatment of seborrhoeic dermatitis, scalp psoriasis and dandruff. Meted contains 3 per cent salicylic acid and 5 per cent sulphur (120ml, £3.90); Pentrax contains Fractar 5, an extract of crude coal tar equivalent to 4.3 per cent coal tar (120ml, £3.90, all prices trade).

Elocon: a new topical corticosteroid

Schering-Plough have launched Elocon ointment, lotion and smooth cream, each containing 0.1 per cent w/w mometasone furoate. This compound is an active topical corticosteroid with anti-inflammatory, anti-pruritic and vasoconstrictive properties.

Product licence holder Schering-Plough, Mildenhall, Bury St Edmunds, Suffolk, IP28 7AX

Presentation White to off-white opaque ointment, lotion or smooth cream containing 0.1 per cent w/w mometasone furoate

Indications Treatment of inflammatory and pruritic manifestations of psoriasis (excluding widespread plaque psoriasis); atopic dermatitis; scalp psoriasis and seborrhoeic dermatitis

Administration *Adults, elderly patients and children*: a thin film of Elocon cream or ointment should be applied to the affected areas of skin once daily. Elocon lotion should be applied to the affected areas of the scalp and massaged gently until the medication disappears. Use in children should be limited to the least amount to be effective

Contraindications Facial rosacea, acne vulgaris, perioral dermatitis, perianal and genital pruritis, napkin eruptions, bacterial, viral and fungal infections. Those sensitive to mometasone furoate or other corticosteroids

Precautions As for many other topical steriod preparations, see Data Sheet. Discontinue if irritation or sensitisation develops.

Side effects Local adverse reactions occasionally reported include paresthesia, folliculitis, burning, pruritus, tingling, stinging, allergic contact dermatitis, acneiform reactions and signs of skin atrophy; other local reactions are as for other corticosteroids, see Data Sheet.

Pharmaceutical precautions Store cream and ointment between 2 and 30 degC; store lotion below 25 degC

Legal category POM

Packs Cream and ointment, 30g tubes; lotion, 30ml bottle, all £5.00 trade

PL number 0201/01178, 0201/0156

Issued October 1992.

Nebuhaler with mask

Astra Pharmaceuticals have launched a mask for use with the Nebuhaler. The company says the mask makes it easier to deliver Bricanyl, Pulmicort and Pulmicort LS inhalers to young children.

When using the mask, the Nebuhaler should be tilted at an angle of 45 degrees, as shown. This allows the Nebuhaler's one-way valve to drop open, and a fine mist of drug to collect in the mask.

The child then inhales the drug while breathing normally; the mask means it is not necessary to suck through the one-way valve, which some children find unacceptable.

In studies carried out on infants between the age of three months and two years, Astra say there is good evidence to show that satisfactory control of asthma can be achieved using prophylactic medication administered through a large volume spacer and mask system.

The Nebuhaler with Mask is available on NHS prescription; the trade price, £4.75, is the same as that for the Nebuhaler alone. **Astra Pharmaceuticals Ltd. Tel: 0923 266191.**

Leucomax to aid cancer therapy

Leucomax (molgramostim), the first granulocyte-macrophage colony stimulating factor to be available in the UK, was launched to hospitals this week.

The drug stimulates the production of cells made in the bone marrow (including granulocytes and monocytes/macrophages) which become suppressed during cancer therapy. By reducing the depth and duration of neutropenia, it enables patients to keep more closely to chemotherapy schedules. The drug lessens the risk of opportunist infection and can speed recovery from bone marrow transplantation.

Leucomax is also indicated for patients with AIDS-related cytomegalovirus retinitis who have low white cell counts as a result of ganciclovir treatment.

The drug is administered s.c. or by i.v. infusion. It is supplied as a powder for reconstitution in vials of 150mcg (£39.50), 300mcg (£79) and 700mcg (£184.50). The dose range is 5-10mcg/kg daily. Adverse reactions are mostly mild to moderate and include fever, rash and injection site reactions.

Leucomax is a joint venture between Sandoz and Schering Plough. Both companies can supply it but official distributors are **Sandoz Pharmaceuticals. Tel: 0276 692255.**

Washing is now an important part of dry skin care.

Soap and detergent-based cleansers all have a drying effect on the skin. (A good rule of thumb: if it foams, it's drying.)

So your customers who have a dry, sensitive and irritated skin should replace soap with Wash E45. This non-drying washing cream is an effective cleanser containing no soap, detergent, perfume or other potential sensitisers. It gently cleanses with water – but without stripping away the skin's natural protective barrier of oils – and leaves the skin soft and comfortable.

Trials demonstrate the superior efficacy of Wash E45. They show that it's non-drying, unlike other specialist cleansers and soaps for dry skin[1,2,3]. A clinical trial also demonstrated that Wash E45 is more acceptable to patients than Emulsifying Ointment[4].

Not only is Wash E45 effective, it's also versatile. It can be used on the face or the whole body when bathing, showering or just washing; but it's especially good for hands as they are washed more often. Available on FP10 or OTC, Wash E45 can be recommended for washing dry skin conditions, including eczema, dermatitis and psoriasis.

CROOKES Healthcare

ESSENTIAL CLEANSING THERAPY FOR DRY SKIN

References: 1. Data on file, Crookes Healthcare Limited, Report No. M890276 2. Data on file, Crookes Healthcare Limited, Report No. CPD 184 3. Data on File, Crookes Healthcare Limited, Report No. CPD 186 4. Data on file, Crookes Healthcare Limited, Report No. CPD 187

For detailed information on Wash E45 and the full range of E45 products, contact: Crookes Healthcare Limited, Nottingham NG7 2LL

LINK PEP

NEW LINKPEP HAS BEEN DESIGNED TO AUTOMATICALLY GENERATE PRESCRIPTION ENDORSEMENTS, ELIMINATING THE PROBLEMS OF REMUNERATION AND REIMBURSEMENT BY ANALYSING ITEMS IN RELATION TO THE DRUG TARIFF AS THEY ARE DISPENSED. THERE IS NO SIMPLER WAY TO ENSURE YOU ARE CLAIMING ALL THE FEES YOU ARE ENTITLED TO.

THE PRESCRIPTION ENDORSEMENT PROGRAM THAT GIVES YOU 100%

LINKPEP FROM AAH - WE'VE PUT 100% INTO IT SO YOU CAN TAKE 100% OUT.

PHARMACEUTICALS LIMITED

WHERE IT ALL COMES TOGETHER.

Mammography in the under 50s

There is uncertainty about the benefit of detecting breast cancer by mammography in women under 50 years of age; the Government says it has not been shown to benefit death rates in these women.

However, an American study, reported in this week's *Lancet*, indicates that in these younger women, mammography can still detect cancer lesions earlier than physical examination.

It also contradicts the suggestion that women under 50 are put at a survival disadvantage by undergoing mammography.

The authors reviewed the survival of 117 women under the age of 50, who were diagnosed with breast cancer between 1978 and 1991 based only on an abnormal mammogram. During the same interval, 928 women in this age group presented with palpable breast cancer.

Five year survival for all mammographically detected cancer patients was 95 per cent, whereas for women with palpable cancers, survival was 74 per cent.

However, the study confirms that it is more difficult to detect early breast cancers in women below 50; older women were diagnosed at an earlier stage.

Since survival of these patients is directly related to the stage of cancer at diagnosis, the authors conclude that a more aggressive diagnostic approach is needed to detect cancer in younger women.

Tolerance develops with long-term salmeterol

Long-term treatment with inhaled salmeterol in patients with mild asthma leads to tolerance to its protective effects against a bronchoconstrictor stimulus, although its broncho-dilator properties remain unchanged, according to a study in this week's *New England Journal of Medicine*.

During an eight week trial, 24 patients with mild asthma were randomly assigned to treatment with inhaled salmeterol (50mcg, twice daily) or placebo in a parallel, double-blind study. Metacholine was used to stimulate bronchoconstriction in the subjects.

There was a significant increase in the forced expiratory volume after the inhalation of salmeterol at all visits during the treatment, whereas there was no significant change after placebo. These results confirmed the absence of tolerance to the bronchodilator activity of salmeterol.

However the protection against metacholine-induced bronchoconstriction offered by salmeterol at the beginning of the trial was reduced from a ten-fold to a two-fold increase over pre-therapy levels after four and eight weeks of treatment.

The authors conclude that: "Long-term treatment with salmeterol results in well maintained bronchodilation". However "the loss of protection against bronchoconstrictor stimuli during the prolonged administration of salmeterol could be an important drawback to its clinical application as long-term monotherapy in asthma."

Allen & Hanburys say the study presents a number of positive results for salmeterol. Also, "Long-term clinical experience with salmeterol has shown no evidence of increased asthma exacerbation rates, as might be expected if there was tolerance to the broncho-protective effect of the drug."

A&H also say that the view that asthma may not be optimally controlled with regular salmeterol alone is totally consistent with current medical opinion that asthma management should involve control of the underlying inflammation and symptoms.

- The last paragraph of "Bronchoconstriction in a metered dose" (p744 last week) should have read: "Allen & Hanburys agree that **if** bronchospasm should occur with salmeterol, a dry powder formulation should be tried as an alternative.

Long-term Dovonex

Leo Laboratories say Dovonex ointment can now be used in long-term treatment of psoriasis. This follows a product licence modification, lifting the six week restriction. The company says that trials have shown that Dovonex, used over the course of one year, provided effective control of psoriasis. **Leo Laboratories Ltd. Tel: 08444 7333.**

Andrews® Antacid

NOW IN 120'S

STOCK 'EM AND SEE

Available from your wholesaler or Sterling Health representative now.
Make sure you are well stocked for the peak holiday season.

Counterpoints

Standing out by standing up

Colgate have launched a "revolutionary" stand up tube for their toothpastes which, they say, is the most significant development in toothpaste packaging since the pump dispenser was launched in the early 1980s.

The stand up tube, which is 100 per cent plastic, maintains its shape during use. Excess toothpaste is drawn back inside the tube, so it remains clean with no waste. Colgate expect to sell in excess of four million stand up tubes in the next 12 months.

Colgate's stand up tubes (£1.85) are priced between tubes and pumps, and the company says they will bring significant new profit opportunities for the pharmacist. Colgate will be spending £1.8 million supporting the launch, including a £1.2m national television campaign, four million door-to-door coupons and an extensive consumer PR programme.

Colgate were the first manufacturers to introduce toothpaste in tubes 100 years ago, and since then have been the first to introduce laminate tubes, flip caps and pump dispensers. **Colgate-Palmolive Ltd. Tel: 0483 302222.**

Waving goodbye to smoking

A new freedom from smoking initiative — "Waving the Craving Goodbye" — is being launched in November, with an offer of free help and fun items to those who want to stop smoking.

Some two million of "The Stub Out and Stay Free Offer" leaflets, funded by and educational grant from Ciba-Geigy Pharmaceuticals and supported by leading independent experts in stop smoking treatment, will be available free to GPs, pharmacists and other health professionals to hand out to those who want to stop smoking.

For every registration for the offer, £1 will be donated by Ciba-Geigy to the British Lung Foundation for a research project on smoking.

The leaflet contains information on a counselling telephone helpline, free of charge to callers, which can offer practical information and support at critical moments if the smoker's resolve weakens.

In addition, anyone who registers will receive ten "Waving the Craving Goodbye" stickers, a Stick at It! moneybox to help them save the money they would have spent on cigarettes, cigars or tobacco, and a British Lung Foundation leaflet giving information on how health can be restored once they stop smoking.

A poster supporting the new initiative and "The Stub Out and Stay Free Offer" leaflet can be obtained by telephoning 081-593 2350.

Seton have sponsored a new guide to understanding and treating soft tissue damage. Produced in association with the Chartered Society of Physiotherapy, the guide focuses on the Society's recommendations for treating such injuries, while discussing the function of the body's soft tissues and why they are prone to injury. Batch copies are available for pharmacy display. Seton Healthcare Group plc. Tel: 061-652 2222

AAH have added a pre-brush mouthwash to the Vantage oral hygiene range. Available in a 500ml bottle, the mouthwash is sold in outers of six with a trade price of £7.20 and a retail price of £1.99 — a 36 per cent POR. The mouthwash has been formulated with a bactericide to help fight bacteria. It also contains fluoride. AAH Pharmaceuticals Ltd. Tel: 0928 717070

Seasonal offers from Healthilife

Two promotions are running on Healthilife supplements over the Autumn.

The company is offering a free carton of one-a-day 400mg cod liver oil capsules with every two purchased. These special offer triple packs are for 90 capsules (£2.99) and 180 capsules (£5.38). Outers of ten cost £16.90 and £30.52 (trade) respectively.

And from now until Christmas, Healthilife are offering 50 per cent extra free on their range of one-a-day odourless garlic pearls.

This provides 45 capsules for the price of 30 (rrp £1.69) and 135 for 90 (rrp £4.25). Outers of ten are £9.59 and £24.11 (trade) respectively. **Healthilife Ltd. Tel: 0274 595021.**

Nursing care range from Evenflo

Evenflo are launching a range of baby nursing care products, available from Unichem and Barclays.

The 17 products, part of a larger US range, include disposable bottles, latex and silicone teats, breast pads and a breast pump. **Distributors: Food Brokers. Tel: 0705 219900.**

Boots trial vaginal gel from Columbia

Columbia Laboratories have introduced Feminesse, a vaginal gel for feminine freshness.

The product is currently on trial and only available from Boots outlets. It is being advertised in the women's Press. Further details next week. **Columbia Laboratories. Tel: 071-233 3004.**

Manicare

Manicare's Bathroom range - designed to pamper and to please. A quality choice of popular natural loofahs and sponges, bath and body brushes you can really clean up with!

Manicare's Cosmetic Beauty range - selected for style and quality, it offers a professional, affordable choice for the fashion-conscious woman.

Manicare's Manicure/Pedicure range - proven, quality products backed by our unconditional guarantee. Truly a cut above the rest!

A CUT ABOVE THE REST

Tailormade for volume sales, Manicare's three market-leading ranges have never looked better. Proven high-volume, high-profit products feature in every range. There is a new display stand too, plus Laughton's outstanding Customer Care Programme to really help set your sales alight.

Unbeatable products. Unbeatable quality. Unbeatable service. So stock up now. Contact Diane Ticer on 021-436 6633 today!

Laughton & Sons Limited, Warstock Road, Birmingham B14 4RT. Tel: 021-436 6633. Fax: 021-436 6786

ADVERTISEMENT FEATURE

Crookes Healthcare and the trade – winning partnerships, building business, reaping success

Crookes Healthcare has risen to prominence as the UK's leading healthcare company over the past few years. This has been achieved through a potent combination of effective business management, first class service to the company's trade customers, inspired new brand development and successful acquisition.

Kevin Wilson, M.D. of Crookes Healthcare.

In terms of service to the trade, the company has a recognised long term commitment to their pharmacy business partners. This commitment has clearly paid off for Crookes Healthcare in allowing the company to enjoy long-term market dominance, but the spin-offs for the trade are marked.

Pharmacy backing

First among these is the continued backing and co-operation pharmacists have received from Crookes Healthcare. This is both in terms of the support pharmacists have received for their unique professional role, providing an ever-increasing range of services, medicines and health related products, as well as for their standing as business operators.

Kevin Wilson, managing director of Crookes Healthcare comments: "Given the continued recession, we are aware that recent trading conditions have not been easy for many. At Crookes Healthcare we have both continued to introduce new levels of service, and maintained our investment in developing and promoting our product portfolio. We strongly believe that there are significant opportunities on which we can work closely with our trade partners to build our mutual standing in community healthcare, and achieve new levels of success.

"For example, the development of the OTC market will necessitate closer working relationships between pharmacist and manufacturer if the full potential for self-medication and the extended role of pharmacists is to become a reality," he says.

"As the UK's leading healthcare company, Crookes Healthcare are the natural first-choice business partner for pharmacists throughout the UK. Our full, involved and committed support can assist our pharmacy customers to achieve their full business potential."

Status changes

New opportunities are about to present themselves for the pharmacist to promote the business and to realise individual potential as a vital member of the primary healthcare team.

The introduction of proposed EEC regulation will mean that from December this year, the pharmacist is recognised as a healthcare professional. This will then pass into law from June 1994. This change will bring the trade in line with the rest of Europe, where the pharmacist already enjoys this professional status.

In terms of other EEC proposals which may affect the trade, nurses will also be permitted to take responsibility for the prescribing of certain drugs, particularly more routine medications on repeat prescriptions.

These fundamental changes will re-define responsibilities among healthcare professionals working in the community and this, together with the closing down of many NHS clinics, will result in both a re-evaluation and extension of the pharmacist's role.

"The pharmacist will be working more closely with midwives, health visitors, community nurses and general practitioners as part of a cohesive healthcare team" says John Edwards, Crookes Healthcare's national sales manager. "A correct understanding of the role and responsibility of each of the members of the team is essential in order to promote

close and productive working relationships".

Crookes Healthcare will be actively involved with the National Pharmaceutical Association and other trade bodies in the sponsorship of educational material which compliments this transition, encourages understanding of the roles of each of the members of the healthcare team, and actively enables the pharmacist to realise the new business potential this represents.

Sales pack profit

Another area in which pharmacists have come to rely on Crookes Healthcare is in the provision of consistent record-breaking and profitable sales. A 20 per cent overall increase in sales in 1991 is all the more impressive in view of the fact that key brands have shown real growth in both sales and market shares. Crookes Healthcare's dedication to being the premier marketing-led company of profitable consumer brands which provide human well-being is illustrated by: the growth of brands such as Farley's OsterMilks by 30.7 per cent and an increase of market share to 13.8; the unique E45 with a 27 per cent sales growth; Optrex's performance with a growth of over 10 per cent; Sweetex with over 12 per cent growth, with Nurofen, Crookes Healthcare"s home-grown flagship brand,

Kevin Wilson and John Edwards, National Sales Manager, with Crookes Healthcare Brand leaders.

John Edwards, National Sales Manager, juggling sales success.

achieving a 20 per cent growth.

Other examples are the outstanding performance of coldcare brands Strepsils (up by 20 per cent) alongside the recently acquired Dequa range , together with Karvol. All three are well-represented household names with strong consumer franchises in pharmacy.

They confirm the trade view that Crookes Healthcare have an exceptional understanding of the consumer, and markets brands in line with consumer expectations.

Future investment

Crookes Healthcare is the leading supplier of many of Britain's biggest healthcare brands, and much of this success is due to consistent investment in the brands in terms of promotional support. Heavyweight advertising, impactful packaging and tight targeting of advertising and public relations activities have all contributed to the company's standing as pioneers of new and effective methods of communication with health professionals and consumers alike. During 1992, Crookes Healthcare will invest £29 million behind their brand leading portfolio.

The best service for the best customers

But Crookes Healthcare also see their retail partners in the trade as key influencers of the

company's continued success and invests in other areas which will offer the pharmacist the service and back-up needed to manage the business efficiently and profitably.

A major re-shaping of sales support has successfully combined customer services and order processing into Customer Care, and linked this with the pricing section. Both areas now fall under the overall banner of the Sales Desk, with customers now benefiting from a more streamlined department with immediate access to highly trained staff who deal swiftly with any order or inquiry.

Crookes Healthcare's commitment to the trade, and to providing customers with the best service in the marketplace, led the company last year to invest in a brand new fleet of aerodynamic trucks and hand-picked team of drivers who have been trained to deal with basic queries and to relay any more detailed queries back to the Sales Force.

Following this through, the appointment of a new distribution manager, Chris Lumb, at Sandiacre, just outside the company's HQ in Nottingham, ensures that Crookes Healthcare brands move into the trade efficiently.

Sandiacre's workforce of 140 staff operate from a site half the size of Wembley Stadium to ensure that the task of processing and delivery pharmacists' orders is carried out as efficiently and as quickly as possible. Today 98 per cent of all orders are delivered within 5 working days.

Quality service

A determination to provide an unrivalled service means that quality is uppermost in the minds of Crookes Healthcare's Warehouse and Distribution operation, recently achieving BS 5750 registered status. This new British Standard is a third-party independent audit of a company's quality assurance systems, increasingly important in a highly competitive marketplace in which only the highest standards are acceptable. Crookes Healthcare was credited for recommendation for BS5750 as a hallmark of the excellence of the company's service in July.

Keeping retailers ahead

This level of service is mirrored by comprehensive Sales Force activity, and encompasses good communication between Retail and Medical Sales Forces to ensure effective cross flow of information and to highlight strengths of hospital usage for example of RTF OsterMilks which in turn allow the pharmacist to maximise new opportunities.

Similarly, Trade Marketing Manager Gerard Fremlin is concerned to ensure that the pharmacy retailer, given the increasingly sophisticated and competitive nature of retailing in the 90s, is well placed to respond to a variety of challenges. Space planning to

Crookes Healthcare's Brand leaders.

Crookes Healthcare's new Headquarters.

Farley's forges forward.

prioritise the highest rate of sale of products in the space available, is just one area in which inquiries from pharmacists from throughout the UK are received.

Training programmes

Many pharmacists and their counter assistant staff have felt the weight of Crookes Healthcare's support behind the counter. An extensive range of responsible and helpful literature is freely available from Crookes Healthcare's Sales Force, and this is frequently translated into practical advice in the form of pharmacy staff training, with an on-going programme of staff training evenings throughout the UK. These staff training evenings cover key pharmacy brands and their related healthcare issues, such as E45 and the problem of skincare, Farley's and the nutritional needs of babies, together with Nurofen encompassing pain relief.

One of *Chemist and Druggist's* more recent seminars on the subject of Pain Relief was sponsored by Crookes Healthcare (*C&D* May 9). Entitled 'From sex to Saturdays', the seminar covered the topics of headache and migraine.

Three speakers addressed pharmacists and their assistants. Dr Mike Smith explained what causes the different types of commonly occuring headaches; consultant neurologist Dr John Blau, also joint honorary director of the City of London Migraine Clinic, took the audience through his own approach to diagnosis; and Dr Anne MacGregor explored OTC treatments for migraines and headaches as well as the ingredients in common remedies.

Crookes' news flow

Pharmacy staff training evenings, such as these, provide Crookes Healthcare with the opportunity to keep pharmacy customers abreast of issues of the day. Crookes Healthcare is well placed to maintain this flow of information as the company is an active member of healthcare industry organisations, both in the UK and in Europe. Additionally the company publication, 'The Leader', provides Crookes Healthcare with a useful platform to ensure that pharmacists and their staff are kept up-to-date and well informed.

Crookes Healthcare actively support the trade-in terms of other educational initiatives, and has this year already sponsored two *Chemist and Druggist* Pharmacy Guides on Babyfeeding and on Skincare which are designed to act as useful reference guides for the pharmacist and pharmacy assistant.

Moving ahead

Inevitably, a close working relationship rooted as it is in sharing and in mutual advantage and profit has evolved between Crookes Healthcare and their pharmacy retail customers.

Crookes Healthcare's Kevin Wilson admits, "Success is very much a two-way process, and we are fortunate, as a company, to work with a great number of far-sighted and dedicated pharmacy retailers. Certainly we have enjoyed dynamic success over the past ten years so much so that the dramatic growth of the company is now necessitating a move to new headquarters in Nottingham but our aim remains constant and consistent improvement in all areas.

"It's an ethos which is shared with many of our pharmacy customers, and we believe that it is this which propels the winning partnerships between Crookes Healthcare and the trade to build business and reap further successes."

CROOKES Healthcare

Romkins aim to meet feeding needs

Romkins have launched a nutritional system that aims to cover all the options for both breast feeding and non-breast feeding mums, and to meet the feeding needs of the baby as it grows up.

The range comprises a wide necked system (£2.15), a narrow necked system (£1.90), adaptors (£0.55) and replacement teats (wide 2 £1.30, narrow 2 £1.07).

Romkins products feature graphics that portray a "flowers in the garden" theme. Made of durable and shatterproof clear plastic, the bottles have a wide base and an extra cubic capacity making them easy to fill and mix feed in.

The wide necked system features a wide neck silicone teat that resembles the nipple, and is said to closely simulate natural feeding. The narrow necked system has a cross-cut narrow neck teat which enables the baby to regulate the flow of milk.

Mums can switch from wide to narrow neck teats using adaptors. One adaptor is screwed off and replaced with the other.

The Romkins range also includes two products in designs that co-ordinate with the bottle. There are soft dummies (2 £1.47), and a Drop-me-not clip device (£0.94).

One end is attached to the baby's clothes and the other to a favourite item via a press stud on a ribbon or a chain. **Romkins. Tel: 061-941 2875.**

A lot more bottle with Maws

Maws are introducing an exclusive range of three character bottles, complete with a free Wisdom baby toothbrush worth £0.99 inside every 250ml bottle.

The bottle designs feature teddies, elephants and bunnies, with colourful images complimented by colour-coordinated lids.

They are made from durable polycarbonate and have wide necks for easier mixing and cleaning.

Available in 250ml sizes with a retail price of £1.80, the bottles come with a teat cover and sealing disc. The "Bunnies" design is also available in the smaller 125ml size with a retail price of £1.69. **Addis Ltd. Tel: 0992 584221.**

A copper Christmas offer

Sabona of London offer three copper bracelets — Original Copper, Sterling Silver, 24 Carat Gold.

Available in various sizes, the bracelets are claimed to help reduce heat in the tissues and thereby help reduce the pain cycle associated with rheumatism and arthritis. **Sabona of London Ltd. Tel: 071-603 0657.**

Aquafresh Flex is now for kids

A child-specific toothbrush is being introduced into the Aquafresh Flex range, aimed at children aged 4-10 years of age.

Like the adult version, Aquafresh Flex for Kids (£1.49) will have a flexible neck which helps protect the gums from the pressure of over-enthusiastic brushing. It has a non-slip rubber grip and contoured, rounded filaments on an angled, tapered head.

Design features for children include softer bristles and a vibrant selection of colour combinations.

A support programme is intended to ensure maximum exposure. A £500,000 national television campaign for Aquafresh toothpaste, featuring the Aquafresh Flex brush, is running through the launch month of November.

There will be sampling in selected consumer titles and advertising in the dental Press.

It is anticipated that initial purchasers will be mothers who are existing users of the adult version. Packaging closely follows the adult brand, but is flashed "For Kids". SB recommend displaying it with other children's toothbrushes.

SB claim the Aquafresh Flex range now has a 6.3 per cent share of the £69 million toothbrush market, and is the fourth largest brand in the professional sector, where it has a 11.7 per cent share.

The children's market is growing at 5 per cent annually, while character brands are showing a marked decline, say **Smithkline Beecham Consumer. Tel: 081-560 5151.**

Cupal launch toothache relief gel

Cupal have launched Dentogen Clove Oil Gel for the temporary relief of toothache caused by dental cavities.

The gel, which contains clove oil BP 20 per cent w/w, is applied to the decayed part of the tooth using a clean finger-tip or cotton wool bud and can be repeated as necessary.

Available in 10gm packs, the new gel will retail at £1.79.

Dentogen Clove Oil Liquid has also been re-packaged to match the gel. **Cupal Ltd. Tel: 0254 580321.**

New TV ad for Lemsip rounds off campaign

The final stage of the £4 million advertising campaign for Lemsip is a national television campaign. The new "armchair" advertisement for Lemsip Hot Drinks kicked off the campaign on October 26.

The company says the new commercial, with a more impactful message related via a voiceover, has proved popular and trusted with consumers.

The Hot Drinks campaign will run until to November 8. Adverts for Lemsip Night Time and Lemsip Flu Strength will be aired later in the yseason. **Reckitt & Colman Products. Tel: 0482 26151.**

Larger Rapeze

Rennie Rapeze are now available in a larger 60s pack, retailing at £2.09. The range is being backed by television advertising this Christmas. **Roche Nicholas. Tel: 0707 328128.**

Tonic spend

Seven Seas are spending £500,000 on promotional support for their Seven Seas Adult Tonic. Advertisements will appear in the *Radio Times, Reader's Digest* and other women's interest magazines from now until March. **Seven Seas Ltd. Tel: 0482 75234.**

Natural sponges

Florida Sponges have launched a natural sponge in natural, orange, red, green, purple and blue (£7.99) **Florida Sponges. Tel: 081- 959 7955.**

Healthy issues

The third issue of Unichem's "Healthy Times" is now available. It includes features on the common cold, vitamins and childhood ailments. **Unichem. Tel: 081-391 2323.**

Fuji paper

Fuji have introduced seven additional low fade colour print photographic papers for the amateur and professional markets. The Fujichrome type 35 papers are to be phased in alongside the existing type 34 range. **Fuji Film (UK) Ltd. Tel:071-722 4259.**

Andrews in 120s

A 120-tablet pack (£3.99) has been added to the Andrews Antacid range, ready for increased demand at Christmas, say Sterling Health. In addition to an in-store display package, Sterling Health are supporting Andrews Antacid with an on-going £2.5 million "Suck 'em and see" television campaign. **Sterling Health. Tel: 0483 65599.**

Budget Bronalin

Cupal have relaunched the Bronalin range of Expectorant, Dry Cough and Junior in 100ml packs (£1.49). Giant display cartons and shelf-edgers highlighting the price are available direct or from representatives. **Cupal Ltd. Tel: 0254 580321.**

Unichem offer

Unichem are offering customers up to 20 per cent off their top 120 surgical lines during November, and not as reported in *C&D* October 24. **Unichem. Tel: 081-391 2323.**

Chance to win festive fayre with Hill's Balsam

Windsor Healthcare are promoting their Hill's Balsam range with a "festive" in-pharmacy competition.

By answering a few simple questions on the brand, pharmacy assistants have the chance to win a hamper of traditional Christmas food and drink for the holiday season.

"The competition leaflet has a brief description of each of the Hill's Balsam range and the questions are directly related to those product descriptions," says Ruth Higham, brands development manager at Windsor Healthcare.

According to the company this ensures everyone who reads the copy has an equal chance of winning and it also provides a way of learning about the range.

The leaflet will be distributed to the trade during November and the competition closing date is December 4. **Windsor Healthcare Ltd. Tel: 0344 484448.**

Dancing attention on key ranges

A £1 million advertising campaign for Healthcrafts breaks this month in the national Press and runs through to April next year.

Full page colour advertisements appearing in selected newspapers and women's and health magazines are expected to be seen by 10.5 million women aged 30 years and over.

The advertisements will feature professional dancers, and supporting text explains why particular Healthcraft supplements are useful for a dancer's lifestyle.

The campaign concentrates on four key Healthcrafts ranges: prolonged release nutrition, time release, one-a-day, and vitamin C. The theme — "Chosen by the human body" — is said to reflect the brand's natural positioning. **Healthcrafts Ltd. Tel: 0932 336366.**

Friends with Wisdom

Wisdom are launching a new children's character toothbrush featuring the Forever Friends teddy bears. An image of the bears brushing their teeth, designed for, and exclusive to Wisdom, is depicted on the handle of the brush.

Wisdom Forever Friends toothbrushes (£1.45) have a small head, a contoured thumb grip and are available with handle colours of pink, green and white. They come in a display grid of 12 brushes.

The company says the bear design, originally created for greeting cards, has become increasingly popular among children, particularly girls.

Wisdom have relaunched their top selling toothbrush, Wisdom Regular, with a new design and modern packaging that brings it into line with the rest of the Wisdom range.

The Regular toothbrush now has a smaller head and the shape of handle is more streamlined with a longer, slimmer neck for better access to the back of the mouth. It also has a ridged thumb-grip. **Addis Ltd. Tel: 071-439 7177.**

Andrews plant ideas

Sterling Health are running a "Plant a tree" retailer promotion on Andrews Antacid through Unichem next month.

When a pharmacist buys any four outers of Andrews Antacid, Sterling Health will give a tree on their behalf to a planting programme, and the pharmacist will receive a certificate.

For every tree planted, Sterling will also plant a tree. They are hoping to plant at least 5,000 saplings.

An additional offer is available for pharmacists to buy ready-to-plant trees (18-24ins high) to support a local conservation group or for their own gardens. Four indigenous species are featured in the promotion, each costing £1.94 (including VAT and postage). **Sterling Health. Tel: 0483 65599.**

Cool blue Colgate offer

Colgate-Palmolive have launched a new "instant" consumer promotion for their Blue Minty Gel. Each promotional pack contains a free denim material patch which can be ironed or sewn on to children's clothing.

Consumers can collect a series of six different "streetwise" patches which can be used to customise clothing. Alternatively, they can obtain a full set by sending in £1 and two proofs of purchase (one token per pack).

The offer, flagged on the outside of packs, is available until mid-November on all sizes of Colgate Blue Minty Gel, except 75ml. The company says a major consumer awareness campaign will run throughout the promotion. Media coverage, specifically targeted at children and their parents, will appear on national television, press and regional radio.

• Colgate are offering 10 per cent extra free to the consumer during November, December and January on Colgate Great Regular Flavour and Colgate Tartar Control Formula. The 50ml size of both variants, with 10 per cent extra, is available until the end of January 1993. The 125ml Great Regular Flavour and the 100ml Tartar Control Formula with the bonus 10 per cent are available until the end of December 1992. **Colgate-Palmolive Ltd. Tel: 0483 302222.**

Touch of television

Philips Hair Care's Touch 'n Dry hairdryer, launched earlier this year, is to get a television advertising boost in the run up to Christmas.

A series of eye-catching advertorials in leading fashion and beauty magazines will also be introduced, as well as heavyweight PR support. **Philips. Tel: 071 436 4888.**

Sweet holiday

Hermesetas have joined up with *Cosmopolitan* to offer readers the chance to win a holiday in Mauritius.

The competition will be carried in the November issue. In addition to the two week holiday and £1,000 spending money, the winner will also spend a weekend in London shopping for their trip.

Runners up will receive a bottle of champagne and a bouquet of flowers to be sent to the person of their choice. **Hermes Sweetners. Tel: 071-836 3927.**

On TV Next Week

GTV Grampian
B Border
BSkyB British Sky Broadcasting
C Central
CTV Channel Islands
LWT London Weekend Television
C4 Channel 4
U Ulster
G Granada
A Anglia
TWS South West
TTV Thames
TV-am Breakfast Television
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Andrews Antacid:	STV, B, A, HTV, TSW, LWT, TTV, C4
Aquafresh:	G, Y, C, A, TSW, TVS, TTV, TT
Askit Powders	STV, C4
Dove:	All areas
Duracell:	All areas
Macleans anti-plaque:	G, Y, C, A, TSW, TVS, TTV, TT
Macleans Sensitive:	G, Y, C, A, TSW, TVS, TTV, TT
Nicorette:	GTV, U, B, G, HTV, TSW, LWT, TTV, C4
Pearl Drops:	TV-am
Salon Selectives:	GTV, STV, B, Y, TT, C4
Seven Seas cod liver oil	All areas
Slim-Fast soups:	All areas
Solpadeine	STV, B, G, C, TV-am, BSkyB
Timotei Complete Care:	All areas
Timotei Honey intensive conditioner	All areas
Wrigley's Extra and Orbit:	All areas

Raising awareness of vitamin benefits

Reckitt & Colman are launching a new vitamin awareness programme called the "Haliborange Vitamin Initiative", designed to educate and inform consumers on the function, importance and role of vitamins and dietary supplements.

In addition to a free service offering help and advice on health, nutrition and vitamins, specific areas will be addressed including weaning, active youngsters, slimming, sport, and health for all.

The new initiative will be announced in the consumer Press, with a new strapline on all advertising due to break this Autumn.

On-going promotion activities will include the targeting of primary schools and children's hospitals, competitions, and reader write-ins.

Designed to celebrate the brand's 60th anniversary which falls next April, Reckitt & Colman say the Initiative will consolidate Haliborange's positioning in the children's vitamin market. **Reckitt & Colman Ltd. Tel: 0482 26151.**

Gold offer from Kodak

Kodak are launching an on-pack offer for Kodak Gold II film. From the end of October 35mm twinpacks of Kodak Gold II 200 (24 exposure) film will be packed with a free Kodak HS E-180 video tape.

Specially designed merchandisers for counter-top display and floor-standing display are available, as well as point of sale material. **Kodak Ltd. Tel: 0442 61122.**

New for nails

Original Additions have added a range of nail treatments to their Eylure collection. Prescriptions, packaged in the new-look Eylure packs, comprises eight products.

Ten Day Miracle is formaldehyde enriched to strengthen nails. Wet Look Supershine gives a high gloss to nails and will help prevent peeling polish.

Diamond Formula claims to strengthen weak, problem nails. Nail Treat will prevent splitting, say Eylure. Cuticle Toner is for softening overgrown cuticles and hangnails. Acrylic Protect will correct nail flaws and intensify nail colour. Maximise Your Growth is said to help slow growing nails by moisturising the cornea. Nail and Cuticle Quencher is for dry, flaking nails. **Original Additions. Tel: 081-573 9907.**

Bathroom Oil of Ulay gets major TV spend

Oil of Ulay Conditioning Bath Bar and Oil of Ulay Shower & Lotion are to benefit from a £2 million television advertising campaign which will last until next Spring.

The new advertisement is designed to encourage women to trade up from normal bar soaps to the premium products. It will also increase retailer profit from the personal cleansing category, as each Conditioning Bath Bar makes three times the cash profit of an average branded bar of soap, say Procter & Gamble.

The company recommends merchandising the new products with the current mass market soaps/shower gels to maximise retailer profit. A limited number of trial sizes are available for the launch period. **Procter & Gamble (Health & Beauty Care) Ltd. Tel: 081-568 4333.**

Spring collection from Givenchy

Givenchy have launched their Spring/Summer 1993 cosmetics collections, extending on the current Regate portfolio.

The additions include an Eyeshadow Duo No34, which is "Voile/marine", an off-white, contrasted by a deep navy shadow, Sapphire Blue eyeliner pencil and mascara, Coralline 83 and Coralline 84 lipsticks, and Sand Nail Lacquer No10, a very light shade of pink. **Parfums Givenchy Ltd. Tel: 0932 245111.**

Following the success of a Unichem and Sterling Health joint promotion, which allowed pharmacies which ordered a minimum of ten packs of Panadol (including one from each of the four product groups), to get a free chair, Sterling Health have announced that they will continuing to offer the chair to pharmacists at the price of £21.95 plus VAT. Sterling Health. Tel: 0483 65599

NEW

HALF BETADUR*CR

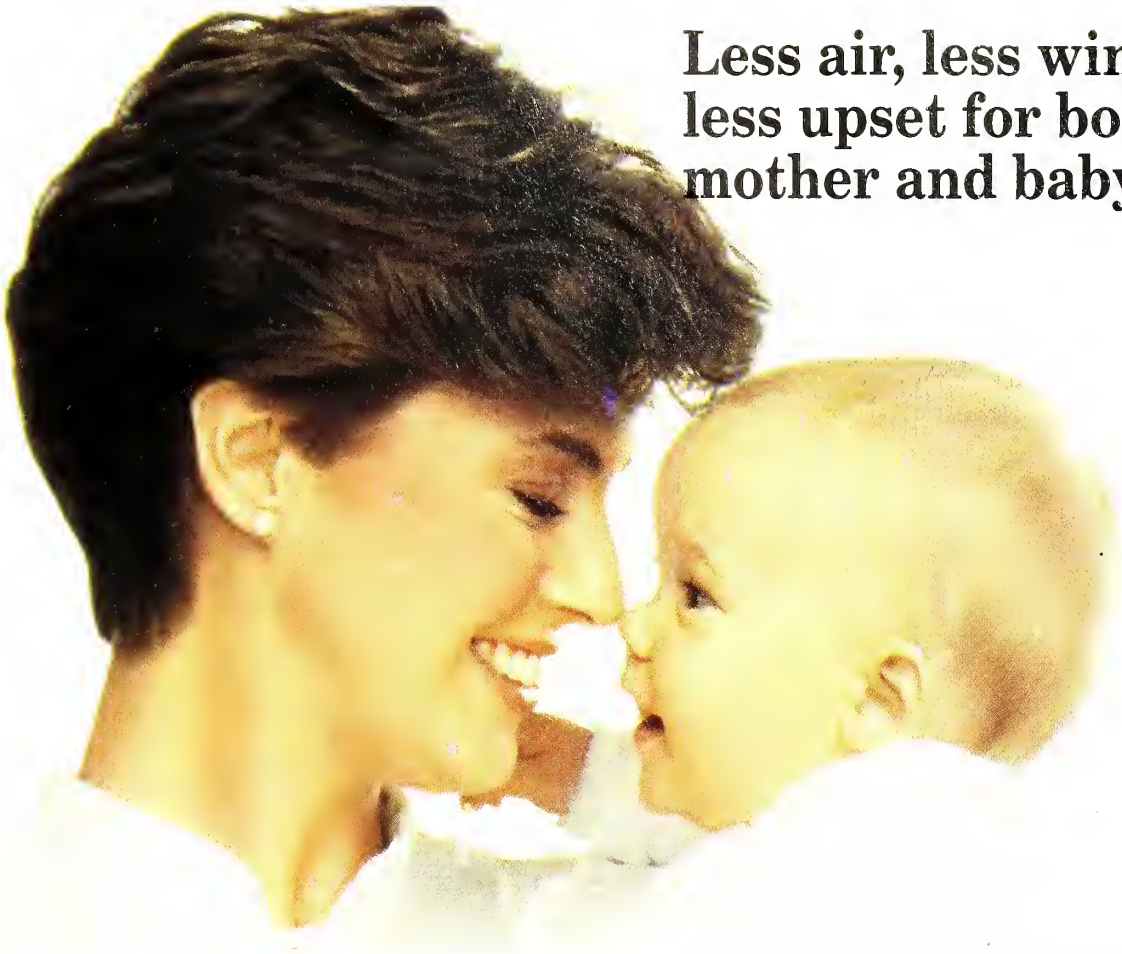
controlled release propranolol

The FIRST alternative brand of 80mg slow-release propranolol available now! Contact your usual wholesaler for introductory details

MONMOUTH PHARMACEUTICALS LIMITED

* Trademark Roberts Laboratories Inc, USA.

Less air, less wind, less upset for both mother and baby.



When babies feed from ordinary bottles they can swallow air which rushes in as they drink.

This, in turn, can lead to tummy upset making feeding time an anxious time for both mother and baby.

Unlike ordinary bottles, Evenflo's disposable bottles collapse as they empty to help prevent baby swallowing air with the feed.

And less air means less wind.

In America mums are reaching for disposable bottles 3.6 billion times a year. A typical user uses 5 bottles a day.

Evenflo is a brand leader, with a wide range of quality products which have satisfied millions of American mums for generations.

We are now launching a range of breastfeeding and bottle feeding products here in the UK, alongside our disposable feeding system, with an advertising campaign set to run in the popular mother and baby press.

Which is good news for everyone. While disposable bottles mean less wind for babies, they mean a lot more business for you.

evenflo®

A friend of the family

Evenflo UK. A Division of Spalding Sports Limited
19 Trafalgar Way, Bar Hill, Cambridge CB3 8SQ
Telephone: 0954 789440 Facsimile: 0954 789404

Chemist Brokers

A division of Food Brokers Limited, Food Broker House,
Northarbour Road, North Harbour, Portsmouth PO6 3TD
Telephone. 0705 219900 Facsimile: 0705 219222

WELLCOME REDESIGN SUDAFED PACKAGING, Run NEW TV Campaign and... Launch NEW Product

£1M TV ADVERTISING CAMPAIGN...

WELLCOME'S **SUDAFED** product range, the leading decongestant brand has undergone a stylish new pack design with clear concise labelling to make it even easier for pharmacy staff to help customers choose the right product for their symptoms.

The products are specifically formulated to provide rapid relief from cough and cold symptoms enabling people to continue with their work or leisure activities.

The Sudafed range includes:

SUDAFED EXPECTORANT for chesty coughs (orange pack).

SUDAFED LINCTUS for dry, tickly coughs (red pack).

SUDAFED ELIXIR and TABLETS for nasal congestion (turquoise pack).

SUDAFED CO TABLETS for cold and flu symptoms such as aches and pains, blocked sinuses, nasal congestion and catarrh (blue pack).

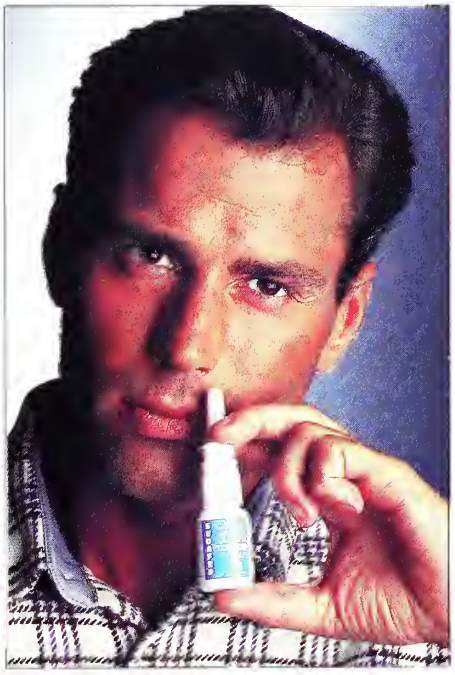
Sudafed Expectorant and Linctus have been packaged in orange and red respectively. The front of each pack shows a spoon logo indicating that the product is a liquid to be taken from a spoon. Each pack of **Sudafed** contains a double-ended spoon to make measuring doses easy. **Sudafed Elixir and Tablets,** the number one selling decongestants, are fast acting products that relieve nasal congestion without causing drowsiness. The packaging of these two products has been designed in striking turquoise with scarlet highlighting on the tablet pack.

For symptoms that include aches and pains, feverishness, blocked noses and sinuses, **Sudafed Co Tablets** contain paracetamol in addition to decongestant thereby giving fast relief from such symptoms.

NEW NASAL SPRAY

To complement the existing **Sudafed** range, Wellcome has introduced **Sudafed Nasal Spray** to relieve nasal congestion associated with the common cold and sinusitis.

It's a fast, long-lasting topical decongestant in a specially designed metered dose pack. The pack design ensures that the exact amount of active ingredient is given each time the product is used.



Sudafed Nasal Spray contains oxymetazoline, an effective tried and tested nasal decongestant which works in minutes and lasts for up to 12 hours. The spray can be used in conjunction with all the other Sudafed products.

Sudafed on TV

Wellcome are further supporting pharmacies with a £1 million TV **Sudafed** brand advertising campaign starting in early autumn right through the traditional cough and cold season. Eye catching point of sale material has been designed featuring the new packs, the Nasal Spray and images from the TV advertising.

Repeat Sales for Pharmacy

All **Sudafed** products are only available through pharmacy outlets. **Sudafed Nasal Spray** has a GSL licence, but its availability is limited to pharmacy outlets. For further information contact your local Wellcome representative who will be able to answer any questions you may have relating to Sudafed and deliver any POS material you require.

Sudafed is a trademark

Wellcome

Good intentions must be written

Dealing with drug addicts is seldom rewarding and sometimes dangerous. For Glasgow locum pharmacist Anne Knox, its all in a day's work

I know the NHS is short of cash, but there comes a time when cheese-paring just won't do.

Young Alan brought in his methadone prescription, not a big dose by local standards, 15ml daily, dropping to 5ml daily in easy stages over the course of five weeks. There was one serious omission: the doctor in the drug clinic had forgotten to stipulate daily dispensing. As it stood, Alan's prescription entitled him to five weeks supply all at once. Fortunately he was not bright enough to have noticed this.

I gave him his first day's supply and tried to phone the drug clinic, but that particular doctor wasn't on duty that day, so I left a note for the partner who shares my job, asking her to try. She, in turn left a note saying she had been unsuccessful as well, could I try again.

This time I was lucky, but I was taken aback when the doctor began to grumble about the expense to the NHS arising from all our daily dispensing fees — as though we don't earn them.

English prescriptions for addicts have the luxury of a spare page to enter instalment dispensing. Scottish forms have to be plastered on the back with sticky labels — no small matter if one form lasts for 35 days! And each supply has to be entered in the register, a book which once lasted a lifetime. Ours is disintegrating rapidly.

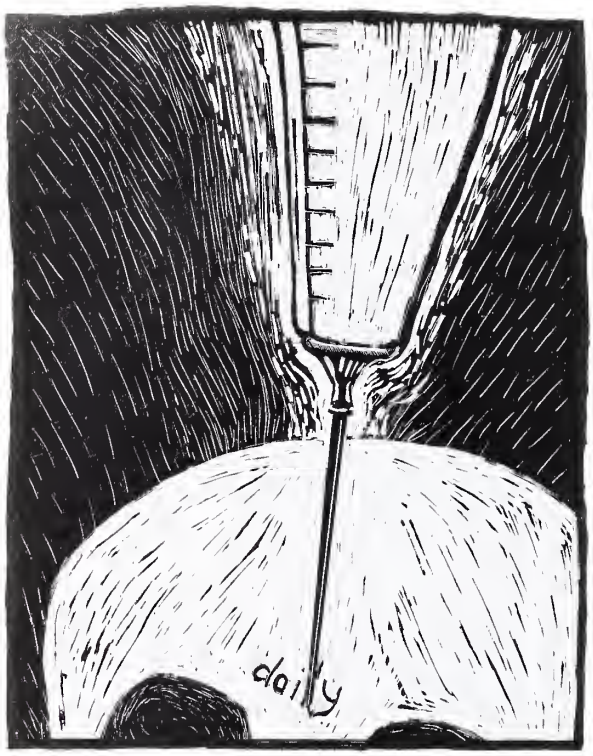
After a long discussion, not quite an argument, in the course of which I think I offered to lose the dispensing fee as our very own contribution to the national economy rather than hand over the whole lot at once, the doctor finally agreed to send a replacement, properly written.

The replacement arrived. Another phone call. Excuse me, doctor, you've dated the new form for yesterday, and made it out for five weeks — which gives him an extra couple of weeks. Did you mean it?

Of course not. How could I be so stupid?

Both forms, clipped together, had to go to the Pricing Bureau with a covering note. We already knew, after asking the Bureau on the phone, that the first two weeks' supply on the original form would earn us one fee only, for 14 days separate supply. The office was sympathetic, but adamant. Meaning to write "Please dispense daily" didn't count. They accepted the intention, they see such forms often enough to know how the system works, but the intention has to be written in words.

We did subsidise the NHS in the end, overcome by the bureaucracy.



The three faces...

Our drug addicts fall into three categories.

No, that's not true. To be accurate I'd have to say that there are three ill-defined categories, into which most of them can be slotted most of the time, occasionally slipping from one to the other. If only the English language had kept its nice vague subjunctive, vague statements would be much shorter.

Category 1: those who don't attend a clinic, but do buy needles. Once it was "a set of 1ml", but such customers are not so easy to please any more. Whatever they're using at the moment sometimes demands a 2ml syringe. They even specify "the blue ones" or "the green ones".

Since the green ones have needles long enough to find a vein on a horse, I find myself looking for obvious signs of abcesses. We don't know which drugs, alone or mixed, are used in the syringes. It depends on availability.

Category 2: the apparently normal, on a regular daily dose of methadone from a clinic. The other morning we were visited by the police drug inspector, who shrank our already tiny dispensary for most of the morning. Until the labelling system has been invented which allows simultaneous dispensing and inspection of patient records, such inspections impede our normal work. He pointed out the obvious. Our normal addicts are on a steady dose, which may rise now and then, but never shrinks. So much for weaning.

Category 3: the unpredictable. Apart from any daily supply they may have prescribed, they also buy needles. Sometimes they take the trouble to lie, to say it's for someone else. One day they come in clear-eyed and sensible, the next day they may be glassy-eyed and stotious to the point of imbecility. On these days we're extra polite and prompt in serving them. Let them go and cause trouble elsewhere.

It may be coincidence, but attempts to stabilise our addicts on the commoner drugs — dihydrocodeine or benzodiazepines — are more likely to produce the unpredictable.

If only they weren't so young. We're all apt to lecture them as though they were naughty children, when some of them are time bombs which may blow up in our face.

Dangerous game

I was going to say we had a real pantomime the other day, but farce might be a better word — a ridiculous or empty show, according to my dictionary. We have a married couple, both at the perilous stage of addiction where the next step is likely to be a small item in the *Evening Times,* wringing its hands over another death.

They had both been put on a four week course of methadone, decreasing each week until it was small enough to be given in a small measure. Katy said they were going away to a rehab centre in the north of England, the only centre which accepts children. This may be true, but as far as we know, her cousin is currently in charge of their youngest child, following an incident involving candles and an empty house.

Now Katy is also on buprenorphine. She ought to have her tablets daily, but the clinic doesn't always make this clear. Since Katy can read her prescriptions as well as we can, she can insist on her right to have the whole supply at once.

She came in with her husband, Alec, just before the hypothetical visit to the rehab centre, to collect her buprenorphine tablets. Alec was standing by her side while I warned her to be careful with such a large quantity of tablets.

"Oh here, Anne," she said. "If we come in wi' Jackie, mind an' tell her we didnae get them, no' along wi' the methadone. Say the doctor said we couldnae get the two tegither."

In lieu of rent

Since the fire, Katy and her husband have been staying with Jackie and her husband, who are also addicts. The reason for her request was plain, the tablets would be lucrative rent.

Next day, in troop all three of them. "Last methadone," Katy says, "We're away at the weekend — and nae tablets."

"You know perfectly well you can't have a cocktail." I put on my most officious voice.

So far, so good. But Alec, who was physically present when I gave Katy her tablets, must have been too fuddled to take in what was going on, so he began to sabotage her plan, to turn nasty, to complain that I've no right to tell Katy she can't have her tablets.

I never expected to have to back into a corner. Sign language doesn't work. A few digs from Katy's elbow are ignored. It's not easy to whisper to a confused man clearly enough to convince him without becoming audible to the ears flapping a few feet away, but I appear to be successful.

Who finally won the buprenorphine? Jackie has more *nous* than the other two put together. The potentially dangerous argument with Alec was probably a waste of time.

Wounds run deep over Glaxo

Glaxo pre-tax profits up 17 per cent: congratulations to all community pharmacists who have surely contributed to this achievement by having Glaxo's discount scheme imposed upon them.

Glaxo admitted that all community pharmacists were disadvantaged by their act of sending their Ventolin-laden representatives to all pharmacies for the first four months of the scheme. But since then, nothing.

I personally have not seen a representative for five months — so much for Glaxo's *raison d'etre* for their discount scheme, getting closer to their customers, community pharmacists.

As if this were not bad enough, consider the scenario of all the innovative drug manufacturers deciding that they, too, will start their own discount schemes for ethicals. We would have to rid our dispensaries of drugs to accommodate an endless stream of invoices. We would be financially disadvantaged even more and the Brazilian rain forests would disappear overnight!

Let Glaxo admit that their environmentally unfriendly discount scheme is unnecessary so we can revert back to a true free-market situation whereby terms are not dictated by a monopoly supplier but by competition between wholesalers, and all on one invoice!

J Verrill
Market Drayton

Homoeopathic tit for tat: the debate continued...

In his letter entitled "Homoeopathic sceptic still to be convinced" (last week p766) Mr Ernest Jackson presents two main arguments against homeopathy. I would like to answer his criticisms with the following comments.

The lack of mechanism: Homoeopathy has developed as a patient-oriented discipline, rather than a scientific one. This does not seem to worry many non-English speaking countries, but in the UK it is a major barrier to wider acceptance .

The idea that remedies become more potent as they become chemically weaker is extremely difficult to accept especially, as pointed out, in those cases when dilution has proceeded beyond Avogadro's number and there are no discernible molecules left in solution. Chemical analysis is therefore inappropriate. Certainly I cannot begin to explain this phenomenon.

However, it is extremely difficult not to be impressed when one sees therapeutic efficacy clearly demonstrated under these circumstances. A scientific paradigm facilitates the formulation of new theories and the testing of predictions that fit within an overall framework.

It also leads inevitably to a diminished ability to interpret and even perceive phenomena that lie outside the boundaries of that paradigm. As a result "can't work" becomes synonymous with "definitely doesn't work". We are not close to resolving this situation in homoeopathy.

Some conventional medicines, including paracetamol, have been used for many years without their mode of action being fully understood. In 1746 James Lind, a Scottish naval surgeon, discovered that eating citrus fruits prevented scurvy. It was a further 150 years before a dietary deficiency was identified as the cause of the disease, and another 30 years before vitamin C was actually isolated. In the more recent past, the standard treatment for cluster headaches was to administer ergotamine on a empirical basis.

Merely rejecting homoeopathy out of hand because there is no apparent scientific explanation will not solve the problem.

There are three methods of treatment:

- Administering a drug to block some biochemical pathway (eg aspirin)
- Administering a drug to mimic a biochemical pathway (eg morphine)
- Invoking the body's own defence mechanisms (rubbing a painful knock).

It may be that this third method provides some explanation for the success of homoeopathic remedies. There is no real need to understand this autoregulatory mechanism for it to work — but I agree it would be satisfying!

Placebo effect: Because of the high dilutions, Mr Jackson concludes that the apparent success recorded by homoeopathic remedies is solely due to a placebo effect, despite the availability of published work in human and veterinary environments to the contrary. Placebo therapy in general has been denounced as a lie, yet the healing powers of the act of prescription are still recognised.

How much of what is sold presently is unproven? What evidence is there that many OTC preparations are little better than placebos? If the action is solely placebo, helped by the extended interest of the prescriber, how does Mr Jackson explain the remarkable success of homoeopathy in treating cows and sheep with mastitis? While sorting that one out, he could also ponder the use of homoeopathic sprays in organic farming!

Many homoeopathic preparations are not highly diluted. Some dilutions approximate to the normal material doses of medicines like digoxin or thyroxine, and like them, may be restricted to prescription, while others are available over the counter.

There are mother tinctures for internal and topical use that are not potentised at all, ointments and creams, cough mixtures and a range of licensed OTCs.

While much is made of potentisation, and the fierce bursts of agitation (succussion) involved at each dilution stage, the use of minute doses, in principle, is not foreign to medicine. Some suggest that the succussion process imparts a special energy to the resulting solution; others suggest it is merely a thorough mixing process.

On their travels through Europe patients see that homoeopathic remedies are widely available. If they suffer a bout of flu in France they may well be offered a homoeopathic OTC, for it is the brand leader. In Germany a similar situation exists with anti-allergic remedies. It is inconceivable that consumers in these countries would continue to buy these products if it was all a giant confidence trick.

There is an enormous volume of circumstantial evidence that the remedies actually work — patients do get better. I am not crusading for the cause of homoeopathy, I am merely reporting what I and many others have seen.

There is no doubt in my mind, that the demand will continue to increase. The discipline is not going to go away. Over half the pharmacy schools in the UK accept this and include homoeopathy and other complementary disciplines, to varying degrees, in their undergraduate courses.

Homoeopathy should be available because patients want it, because it is safe and because it works!. There can be no more compelling reasons.

Steven Kayne
Giffnock, Glasgow

In complete agreement

In response to Xrayser's comments, namely "A bung for ostomy supply route" (*C&D* October 17), I entirely agree with his suggestion that some direct prescription companies may be using inducements to entice the patient to use their services.

May I say they can definitely afford to offer these inducements as they get 25 per cent on-cost from every prescription they receive, and also receive their wholesale discount from manufacturers.

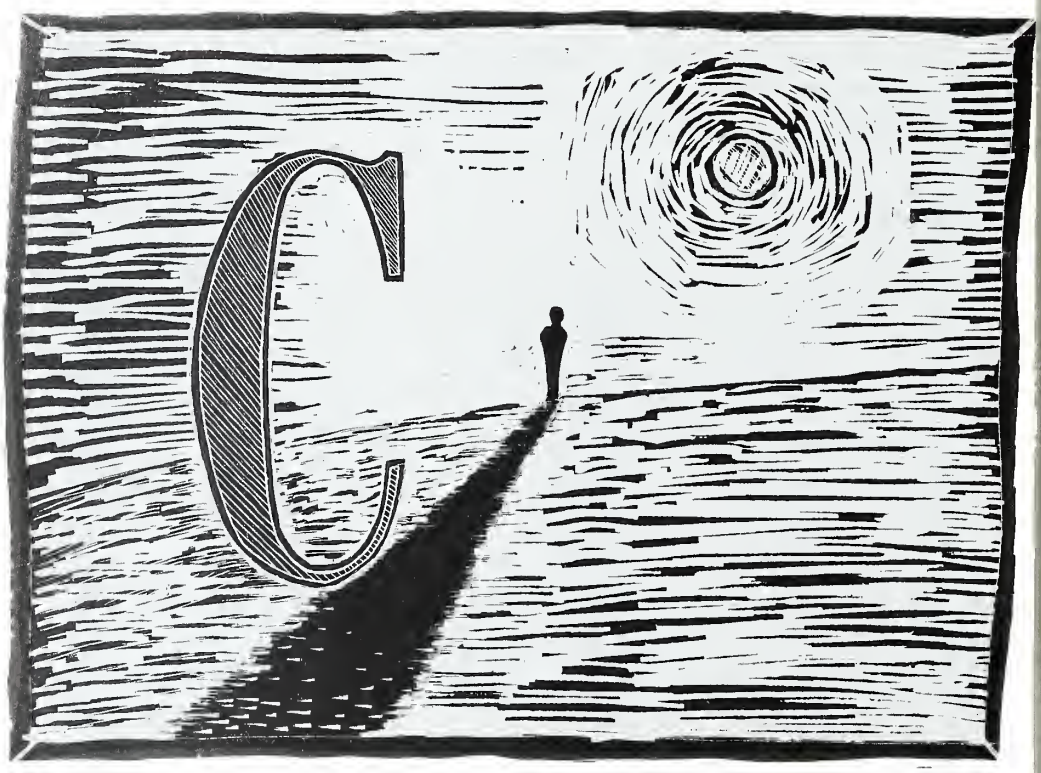
Is it not time that these companies, who are making vast profits from such an anomaly, are brought into line with pharmacies who are given a minimal dispensing fee for the same ostomy products?

Steven Sidowra
Sales director, Allardyce Healthcare

St John the Baptist Church of England Primary School, Leicester, was the winner in the 8-11 age category of the "Asthma Friendly Competition" for schools, run by the National Asthma Campaign. The competition was supported by Astra Pharmaceuticals. Mr Robert Stockham (centre), marketing and sales manager for the company, is pictured presenting a cheque to two children from the winning school. Also included in the picture are Richard O'Brien, presenter of "The Crystal Maze", whose father suffers from asthma, and Kate Bellingham, presenter of "Tomorrow's World"

A link with cancer support

With cancer affecting one in three of the population, the pharmacist is likely to be asked many questions about treatments and their side effects, complementary therapies, pain relief and much more. The charity Cancerlink provides information and support to people affected by cancer. Two thirds of their inquiries come from the public and one third from health professionals. Maxine Rosenfield, head of Cancerlink's London information service, outlines some general questions that are often voiced, and gives examples of how Cancerlink might respond:



My chemotherapy is making me very sick. Is there anything I can take for it, or any thing I can do?
Next time you visit your doctor or hospital, ask if you can be given an anti-emetic. This will be given either at the same time as your next chemotherapy session, or maybe some hours before it. This helps control the vomiting in almost every case.

At home, try to keep busy at the times you are normally sick. Stay away from the kitchen, especially when food is being prepared. Get someone else to make the supper!

Try drinking something fizzy — mineral water, tonic water, or any other carbonated soft drink that you like. It can also help to eat a little and often — several snacks a day when you want them — rather than trying to eat set meals.

You've got some homoeopathic remedies on display. Is it safe for me to take these while I'm being treated for cancer?
Although most are safe you should let your doctor or hospital know next time you go for treatment. Some hospitals have a positive outlook towards complementary therapies and will include these in your treatment. There may be some reason, however, why a particular remedy is not suitable at this time in your treatment so do check.

I feel very tense, but my doctor hasn't got time to talk me through all my worries. Is there anywhere I can go?
Some hospitals offer relaxation therapies, and there may be a local self-help or support group which offers relaxation or visualisation as well. Contact Cancerlink for details of a cancer support and self-help group near you (see below).

My mother is very sick and bed-bound now. It is getting very hard for me to go out and do the shopping — I do not like leaving her. Is there anything you can suggest which might help me?
There are organisations which provide trained people to come and sit with someone who is very sick in order that you can go out, knowing your mother is being cared for. Cancerlink can give you details. It is really important that you give yourself a break now and again, even if only a short one on a regular basis.

My father is having radiotherapy treatment for cancer of the larynx and is finding it very hard to eat. What can you suggest?
The hospital dietitian may be a good person for him to talk to, as dietitians working in hospitals with radiotherapy units usually have expertise in how to adapt patients' diets following or during treatment.

In general, avoid foods that are very cold or very hot. Try liquidising food as much as possible. Cutting down on any very hot spices will help. Avoid drinking alcohol, especially spirits, as this will aggravate the throat. You father could try buying special nutritional drinks which provide the vitamins and minerals he might not be getting if he is not eating well.

It is very important that he tries to keep taking food to gain the nutrients he needs, as this will help him get over the treatment quicker.

My skin feels very sore following radiotherapy treatment. What should I put on it to soothe it?
Often the best thing to do is nothing. Creams and lotions, even those which are hypo-allergenic may aggravate the soreness. Some radiotherapy departments will provide you with a mild hydrocortisone cream but you may find it just as helpful to bathe the area gently with water that has been boiled and left to cool so that it is lukewarm. Dab the sore part with cotton wool and let it dry off in the open air. This may help to take the stinging away for a while.

If the soreness seems still to be getting worse more than three weeks after treatment has finished, call the hospital and make an appointment to see the doctor who may be able to suggest something else.

I have got diarrhoea from my treatment. Should I take anti-diarrhoea pills?
You should tell the people who are treating you that you have diarrhoea. They may suggest you take specific remedies and they will also probably suggest you modify your diet to follow one that is not rich in fibre and vegetables, but includes food which could help to settle things down.

Contact details are: Cancerlink, 17 Britannia Street, London WC1X 9JN (tel: 071-833 2451) and 9 Castle Terrace, Edinburgh EH1 2DP (tel: 031-228 5557). There is a Minicom for the deaf or hard of hearing — the voice announcer must be used. An information officer Asian languages — Nayani Chakravarti — offers support and information on any aspect of cancer principally in Hindi and Bengali. The Asian service has its own telephone line which is 071-713 7867.

Cancerlink is happy to answer inquiries by telephone or letter. The Information Service has dedicated telephone lines which are staffed from 9.30am-5.00pm Monday to Friday. Cancerlink also produces a wide range of publications, each dealing with a different aspect of cancer. These include "Health Professionals Coping with Cancer", "Life with Cancer", "Body Image Sexuality and Cancer", "When Someone with Cancer is Dying", "Cancer and Employment", "Complementary Care and Cancer". Individual copies of these and other Cancerlink publications are available free on request.

CHEMIST & DRUGGIST

PHARMACY TRAINING SEMINAR

CO-SPONSORED BY

SmithKline Beecham

Hairstyling

This is the 26th *Chemist & Druggist* training seminar for pharmacists and their assistants, sponsored jointly with companies having a particular expertise in the title subject

Putting on the style — making the right kind of waves

Appearances are important — don't let anyone make you believe otherwise — and your hair is one of your most visible personal assets. So to find out how to make the most of the products you sell, read on...

A whole range of different types of products is available for styling the hair including gels, sprays, lotions, mousses and waxes, among others. The main function of these products is to hold the hair in place during styling or to "fix it" once it has been styled.

Most products can either be applied to wet hair prior to styling or can be used on dry hair, between shampoos, to re-style the hair. Most styling products, apart from perhaps the styling waxes, typically contain a resin. The resin is similar to an adhesive in that it bonds adjacent hair shafts together to hold the hair in place. The bonds are only temporary since the resins used are easily rmoved by shampooing the hair.

Each type of styling product is typically available in a number of different variants, containing different levels of resin to achieve varying degrees of hold. A range of products is usually available to achieve anything from a natural hold to

Continued on p806

Continued from p805

a strong "mega" hold. Ranges of styling products may also include variants with extra conditioning agents more suited to permed, treated or damaged hair.

Form guide

Styling products come in many forms. Old fashioned setting lotions or more modern blow-dry lotions are typically solutions of resin in water or alcohol. Hair gels are similar, but are thickened up making them easier to apply and more convenient to use.

Setting lotions tend to be applied to wet hair prior to styling and often contain lower levels of resin than other styling products, whereas hair gels can be applied to wet or dry hair. Gels tend to offer a stronger hold, often containing conditioning agents to make the hair more manageable or to improve shine.

Hair sprays can be in aerosol or pump pack form. Recently pump hair sprays have become more diverse with the introduction of hair spritzes and gel sprays onto the market. A hairspray, whether aerosol or pump, is similar to a setting lotion in that it also contains a resin dissolved in alcohol, and may also contain some water.

The advantage of a spray over a lotion is that it delivers fine droplets of product to give a uniform coating on the hair. As the alcohol evaporates the resin is left on the hair to "weld" hairs together, holding the style in place.

The advantage of an aerosol over a pump is that it is able to produce a much finer spray which is quicker drying. The majority of aerosol hairsprays contain a non-CFC liquefied gas propellant which forces the product out in a fine spray at the push of a button. Once released into the atmosphere the propellant rapidly vaporises helping to break up the spray.

The alcohol, and in some cases the propellant in aerosol hairsprays, acts as a solvent for the resin. A number of different resins are used in hairsprays. Some work by "spot" welding at the point where hair shafts cross or adjacent hairs touch.

Some hairsprays contain a special three-dimensional resin which surrounds individual hair shafts, providing a uniform film bonding hairs along their whole length.

This means that less resin has to be used to form a stronger hold and it gives a more natural look. Such a hairspray gives a non-sticky, non-flaky, flexible hold and is easily removed by shampooing.

Hairspray ingredients

Other ingredients in hairsprays may include a resin neutraliser to control the solubility and hardness of the resin. A resin plasticiser may also be included to improve the flexibility of the film to prevent brittleness which could lead to flaking. Conditioning agents are often added to improve gloss. Most hairsprays will also include a perfume, although some brands do offer fragrance-free variants.

Hair mousses are a popular form of styling product. Typically, these are aerosol products with a non-CFC propellant which mixes with the product as the can is shaken to form an emulsion. The can is usually turned upside-down to disperse the product through a spout or diffuser, producing a foam as the propellant evaporates.

Hair mousses often contain resin in a water base, and are also likely to include a number of conditioning agents to reduce fly-away hair, improve gloss and ease the combing and manageability of the hair. Some mousses may also contain ingredients to protect hair from heat styling.

Hair waxes, as the name suggests, are wax-based products and can either contain oil, or be oil-free to improve the rinseability of the product. These do not usually contain a resin but rely on the stiffness of the wax to hold the hair in place.

Top ten styling tips

1. The secret of successful styling is using the right products for your hair type in the right way... and then lots of practice!

2. To add body and bounce to any type of hair, think roots. For maximum volume, apply styling products to the root area first and work-out towards the ends.

3. Always apply mousse to towel-dried, not wet hair. If your hair is water-logged it dilutes the effectiveness of the product.

4. Use a styling mousse to perk up a tired perm when there's no time to wash. Scrunch straight onto dry hair to refresh to curls.

5. For extra protection and longer-lasting hold when using heated appliances, spritz each section of hair with a little firm hold spray.

6. The best styling aid is literally at your fingertips! Use your fingers to lift hair at the roots, add direction, texture and natural looking shape.

7. For maximum height and volume use hairspray close to the roots. Hold hair in place for a couple of seconds to give the spray time to dry.

8. To banish static and tame flyaway ends that so often spoil smooth styles, use firm hold or ultra styling mousse on dry hair. Rub just a little between your palms and smooth over the hair.

9. Squirt a little gel spray directly onto your fingers and use to add finishing touches to dry hair.

10. Always choose a hairspray that works well with your hair type and style. If your hair is fine, for instance, try a special hold variant. It's specially formulated to keep your style in place without weighing hair down.

Sam's to

Silvrikrin and superstar session stylist, Sam McKnight, have joined forces to bring together a selection of the very best styling tricks of the trade. They show how to get great looking hair in a matter of minutes using professional know-how and products.

To get the best from your hair, a good cut is a must. Sam recommends regular visits to the hairdressing salon to maintain the shape and get rid of uneven ends. Once the cut is in place, all kinds of styling techniques will be simpler and your hair much easier to manage.

Mousse magic

Building body into all types of hair begins at the roots (see fig.1). Sam advises working mousse from close to the roots through to the tips, starting

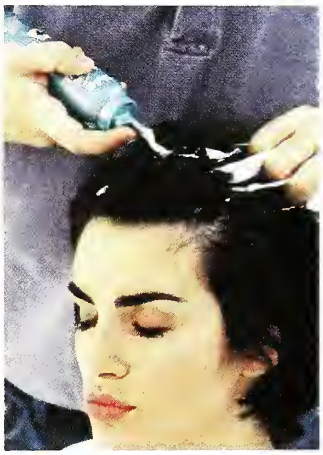


Fig.1: Work close to the roots

with a blob about the size of an egg you can always add a little more if you need it. Mousse adds natural looking body and bounce to all lengths of hair as well as protecting hair from damage as you style.

Fig.2: Essential styling equipment

On longer hair, Sam suggests letting gravity help with adding extra volume by tipping your head forwards as you apply mousse close to the roots.

A diffuser attachment for your dryer (fig.2) is essential for styling permed and naturally curly hair. The gentle heat is spread over a wider area,

ten hints for hair

Fig.3: Roller-set styles in fashion

encouraging great looking curls without any hint of frizz.

Roller-set styles (fig.3) are still making headlines for Autumn '92. Sam says the secret of getting a less "set" finish is to keep the rollers close together but not lined up in rigid rows. An ultra hold mousse is a perfect partner for roller styles, Sam says.

To ensure longer lasting curls and maintain the hair's shining condition, Sam uses a generous blob of mousse to coat each section before winding the rollers.

To create that all-important sleek finish on a short bob, Sam uses a pumping spray. To calm static and prevent overloading fine hair, Sam advises spraying a brush and then smoothing lightly from roots to tips.

For natural-looking, tousled volume, Sam recommends using your most effective styling aid — your hands. Sam coats the palm of the hand and, starting close to the roots, scrunches the spray through the lengths.

Pin-curling is one of Sam's favourite ways of creating masses of soft waves on short to mid-length hair. To make them last that little bit longer, having set your hair on rollers, carefully unwind and pin each curl. Spray well with firm hold hairspray and leave for about ten minutes. Brush through gently.

Dressier looks

For dressier looks, a little light back-combing combined with a liberal squit of conditioning hairspray (fig.4) gives a long lasting base to all kinds of styles from a classic chignon to a towering beehive.

To prevent all sorts of roller-set looks from getting the droop, Sam recommends hairspray with a light hold.

Fig.4: Back-comb for classier looks

Hairstyling market overview

The hairstyling market includes all products which are applied to the hair to hold it in place or to create a style. These products include gels, mousses, hairsprays, and styling sprays, lotions and waxes.

The largest of all of these hairstyling sectors is hairsprays. This sector is valued at £155 million at retail selling prices. It has been in existence for the longest time and has a dominant share of the market. It contains the traditional brands and although it has grown little over the last five years, is still a mjaor player for all age groups. In fact, over 20 per cent of hairspray usage is by 15-24 year olds (TG1 1990).

The mousse sector is the largest, at £91 million at RSP, with a broadening age profile of users.

Pumping up sales

The pump/gel spray sector of styling has shown rapid growth, partly at the expense of gels (an older category). Gel sprays were one of the first innovations in the styling area and have replaced gels since they offer two benefits in one, specifically not having the stickiness of gels.

Another growth area in styling is products for specific hair types. First of these were the sub-range for curly hair to pep up perms etc, and to reduce frizziness.

Now that styles are becoming longer and straighter, new products to give a sleek, finished look are being launched.

Hairspray remains a strong sector for such styles, since its all over spray will hold the style in place.

The styling market is characterised by innovations, and younger consumers (the dominant influence) are willing to experiment and try new things. However, such products are only of longer term success if they offer tangible benefits, more often than not without being gimmicky or hair fashion-led. Assured performance, particularly reliable hold to maintain a style, is a key criterion.

There has also been a trend towards more natural styles, and so the condition of the hair has been important. Many ranges offer a variety of products to account for this — for example, conditioning hairsprays for dry hair which maintain the hair's natural moisture balance.

Selling the style

The pharmacy sector performs better in styling than other haircare markets with a share of approximately 35 per cent. Nonetheless, the grocers have increased their share and are devoting more shelf space to these products.

In merchandising, the key is to offer a wide choice of brands, but to be careful not to "overload" the consumer with choice of different formats, etc. Such "noise" can be confusing and put off potential purchasers.

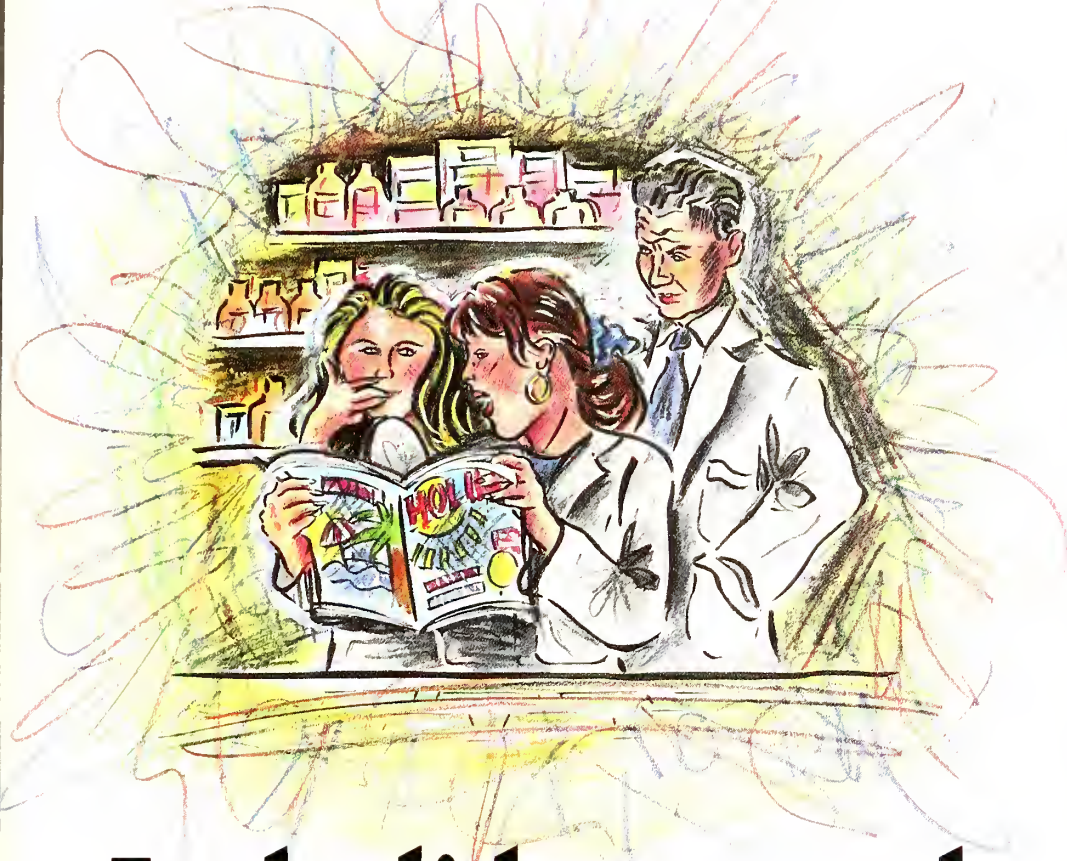
Not suprisingly, sales in such a fundamental area of personal care are set to stay strong throughout the 1990s.

Silvikrin

No other brand sells more hairspray

Source: Nielsen
Silvikrin no 1 volume share in pharmacies

SB
SmithKline Beecham
Consumer Brands



In holiday mood

The Summer holidays are long gone. While for many the memory lingers on, for some it was a testing time, with pharmacists and managers under weeks of pressure while needed staff sunned themselves by the seaside. As a result, some pharmacists will be planning to take a tighter grip on holiday schedules. To explain the legal position Annabel Kaye of specialist consultancy Irenicon answers some frequently asked questions

Co-ordinating holidays can be a real test of management skill. On the one hand a sensible a manager doesn't want to be unnecessarily awkward about time off, but on the other, enough staff have to be there for the business to run smoothly.

Much of the time this can and should be a matter of flexibility on both sides, but sometimes you may want to lay down the law — and that means knowing where you stand legally. But beyond that, where does the pharmacist stand?

Holidays are to be taken with the consent of the employer. The JIC agreement lays down the minimum holiday entitlement for pharmacists, dispensing assistants and shop assistants and also makes provision for work done on customary holidays.

Can I say no?

Q. *"One of my staff has just told me she has booked a holiday and paid a deposit for a fortnight which clashes with another assistant's holiday to which I have already agreed. We are in a holiday resort ourselves, so it is a bad time for us anyway. Can I simply say no to her holiday?"*

A. "Generally speaking, when an employee tells you her holiday plans she is really asking for acceptance. Assuming the fortnight is within her entitlement, you have the right to refuse inconvenient dates. (Long serving employees who always have the same two weeks may be in a different position, though.)

"You can insist your employee changes dates — and now you know them it is important to act quickly. If she refuses, you have two sanctions: either to refuse to pay her for what would be unauthorised leave or, ultimately, to dismiss her.

"Either way you must discuss this, explain your intentions, and confirm them in writing. If she has less than two years' service at the time dismissal takes effect, your assistant has little chance of making an unfair dismissal claim.

"If she has two or more years it would be important to show:

- That a clear written warning was given that she would be dismissed if she went ahead
- That she had a right of appeal
- Consistency of treatment — in other words, you had not let someone else get away with it. (This assumes that you normally do authorise holiday plans and are not acting unreasonably.)

"Following this procedure, you are not liable for any losses your assistant occurs, such as a lost deposit."

'Stretched' bank holidays

Q. *"I employ someone who always seems to be sick the day before or after a bank holiday. I honestly don't believe it half the time. What can I do about it, and do I have to pay them?"*

A. "It entirely depends on what your contracts of employment say. It is perfectly possible to have a rule that you give bank holiday pay only if staff are in on the working days before and after the holiday.

"If this is not in the contract, look at sickness rules. Statutory sick pay will not be payable for such a short absence and you could insist on a medical certificate from their GP. This would be a private certificate at your own expense, but it often stops the problem.

"If it is a regular pattern with one employee you could put in writing that you would only give sick pay around bank holidays if they provide the private certificate — again at your expense. You could consider dismissal if they have less than two years' service; if longer you could issue a formal warning that the pattern of absence is considered unsatisfactory and must improve to avoid dismissal."

Part-timers and bank holidays

Q. *"One of my staff works weekends only. She's asked me about pay for Christmas Day. Do I have to pay for this as it is not one of her usual days?"*

A. "If you normally pay staff for public holidays then the entitlement is governed by whether they would otherwise have worked on that day. So if your employee does not usually work on Friday, she can never be on holiday on a Friday and is not ordinarily entitled to be paid for a bank holiday on that day."

Working on bank holidays

Q. *"Our pharmacy is in a seaside town, so bank holidays are peak times for us. I desperately need all my staff in — can I insist they work these days?"*

A. Again, it is mostly a matter of contracts. If their employment contract says they must work bank holidays if requested, or if you specially agree, or if it is what has always been done in the past, then yes, you can insist.

"But if it has never been done before, it may be more debatable. Even if it has always been the case in the past, if it is not actually set down it is probably time to get your contracts sorted out — including any special pay arrangements for working bank holidays.

Combining annual and bank holidays

Q. *"One of my staff has planned the whole Christmas week as part of her annual holiday. She generally works full time, so is she taking three or five days of her holiday entitlement?"*

A. "So long as you normally allow bank holidays off, then she will only be using three days of her annual leave."

No holidays?

There is, in fact, no general entitlement in law to any of the usual holiday benefits, including paid annual leave, paid bank or public holidays, or for premium rates for working on public holidays. However, the JIC agreement provides for annual leave entitlement.

•Irenicon publish a booklet under the title "Shopworker" (£10), designed to meet the needs of retail businesses. Tel: 0892 668668. Copies of the JIC agreement are available from the NPA.

Get your Stocking up early

Sales of Personna Lady Flicker and Leg Mate razors show ladies shaving is on the increase especially amongst younger women. What's more, sales increase even more during the Christmas party season.

The message is clear! Get your stocking levels of Personna Lady shaving products up now to capitalize on the coming holiday-party season.

PERSONNA®
Lady

Questions & Answers

Giving you this repeat prescription, this 45 year-old office worker tells you his eyes often "go red and gritty". He used to wear contact lenses and had occasional problems then. He has now stopped using them, though the eye problem has persisted, having started about eight months ago. He's used gentamicin and chloramphenicol drops on and off since then. His eyes get better while he uses the drops but soon get worse when he stops. He's been taking propranolol for angina for about a year, and occasionally cimetidine for symptomatic relief following healing of a peptic ulcer two years ago — more so in recent months. He doesn't want to pay for any more eye drops because he's still got some left in the fridge

Q

1. What could account for his eye problems?
2. What action do you suggest?
3. Should the drug therapy be changed?
4. Any other counselling points?

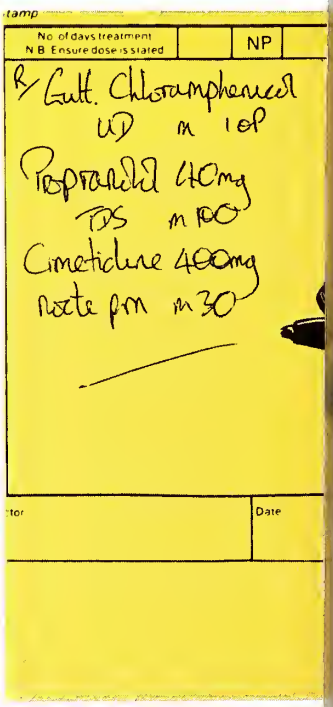
A

1. The eye problems could be due to a chronic bacterial infection which is only being suppressed by chloramphenicol. Alternatively, it may be viral or fungal in origin though some worsening would be expected by now. Other possibilities include poor air quality at work (dry air conditioning, VDU use) or dry eyes induced by propranolol (which would be temporarily relieved by the fluid in eye drops). This is an uncommon reaction not necessarily related to blood levels of the drug. In theory, there is also the possibility that recent increased use of cimetidine has raised the blood concentration of propranolol to a level where dry eyes occur.

2. There is insufficient evidence to draw firm conclusions about the cause: the possibility of referral to an ophthalmologist should therefore be discussed with the GP. The recent increased use of cimetidine may indicate a relapse of the peptic ulcer and warrant further investigation.

3. Since the dry eye reaction is uncommon, an iatrogenic cause is, on balance, unlikely and change may be unnecessary. If it appears that propranolol is the culprit, alternative anti-anginal agents include a calcium antagonist or a nitrate. Note that cimetidine may also increase the plasma concentrations of some calcium antagonists, though the clinical significance of this interaction is uncertain.

4. As in this case, there is a lack of awareness that, in general, eye drops must be discarded within one month of opening. Pending discussion about a referral, ensure that the patient understands how to instil the drops and how frequently to do so.



Businessnews

Study highlights tensions

Pharmaceutical manufacturers still retain the balance of power in relationships with wholesalers, according to management consultants Touche Ross.

A survey found significant tensions between manufacturers and wholesalers with the two having profoundly different, often contradictory, attitudes and priorities.

Wholesalers are concerned to consolidate their position in national markets, while starting to develop a broader range of services and to operate outside their national markets in all areas or by acquisitions. These alliances are perceived primarily as positioning strategies offering a relatively low-cost method of building knowledge of other markets, exploring opportunities for synergies and, ultimately, providing a stronger front for negotiations with manufacturers.

Manufacturers are concerned with limiting the spread of parallel importing. Many see growth in the market power of wholesalers as a potential threat to their own dominance and profitability. Tensions are exaggerated by a lack of communication, the report says.

Touche Ross consider that wholesalers suffer a number of key disadvantages — they must supply products requested by pharmacists or lose market share; they have a limited ability to affect product demand; and, while they can take advantage of short term price differentials between markets, these anomalies will gradually erode.

Rent your empty space

Proprietors with empty or unused flats above their shops could find them a source of income. "Flats Over Shops" is a new leaflet from the Department of the Environment. It provides information on making a flat suitable for accommodation and contacts with Housing Associations who can lease the property on your behalf.

The leaflet is available free of charge from the Business Aids Department at the National Pharmaceutical Association who highlighted the leaflet in October issue of *The Supplement*.

Wellcome results show profits up

Wellcome's twin strategy of focusing on core pharmaceutical businesses and a more market oriented approach appears to be paying off.

Preliminary results for the company show pre-tax profits up 25 per cent to £504.7million on a turnover for continuing operations of £1.7billion, an 18 per cent rise.

Wellcome's chief exeutive John Robb said the board's aim is to achieve volume growth, and points out that only 3 per cent of sales growth has been due to price increases this year.

Sales in the UK have increased by some £19.1m to £139.8m, an 8 per cent rise. However, this represents a slower growth than the domestic market as a whole, which expanded by some 13 per cent.

Mr Robb says Wellcome's penetration with Zovirax is less than the company would expect in the UK. Wellcome have also suffered from a high level of parallel imports. However to combat this, the company now has two GP sales forces in the UK.

Margins are increasing, says Mr Robb, up 9 per cent in the past five years, and at 27.7 per cent for the year and 29 per cent for the second half, are almost at the company's 30 per cent target.

This has been achieved by the disposal of low margin businesses and "a continuing drive on costs". The cost side of the equation has meant job losses at Crewe, which Mr Robb guestimates to be "in the low hundreds".

Zovirax sales have doubled since 1989 and now stand at £586m world-wide, while for Retrovir, volumes are up in the second half of the year in the US and Europe, but down in the rest of the world. Total sales are £213m.

On the consumer healthcare side, Mr Robb describes OTC as "a key element of our business which has shown some growth after a flat 1991".

Sales have grown 15 per cent to £237m. Earnings per share for Wellcome are up 23 per cent to 36p. A final dividend of 9p has been proposed.

Minister spells out tax facts

Local Government Minister John Redwood has spelled out the details of the replacement for the poll tax — the council tax.

"From April 1 there will only be one bill per household, Mr Redwood told the Institute of Revenues and Rating Revaluation.

"Seven million adults living on their own will get a 25 per cent discount. 750,000 people who are exempt from the community charge will continue to be helped. They, too, will not be counted towards the council tax bill.

"Owners of empty properties will either benefit from a 50 per cent discount or be exempt for that property.

"About 600,000 students and Project 2,000 student nurses will not have to pay anything at all. 20,000 student nurses and over 200,000 youth training trainees, who presently pay community charge, will not be counted towards the council tax bill."

Farillon Link

Farillon are to distribute Cobalin-H and Folicin tablets for Link Pharmaceuticals.

ICI Miles agreement

Miles Inc and the pharmaceuticals group of ICI Americas have agreed to co-promote ciprofloxacin, first launched by Miles in 1987.

Retail sales

Provisional estimates of the index of retail sales volumes for September is 121.2 (1985=100). This compares with 121.0 in August and 119.4 in September last year.

Eastern Express

The UK distributor for oriental Industrial Co of Japan, Fotostop Express, have introduced two additional minilabs — the Zoom 5ZK and Zoom 7ZK.

Ethical look east

Ethical Pharmaceuticals have completed a licencing agreement with the Korean company Il Yang for Ethical's oestradiol and combination HRT patches.

The sweet smell of success

The battle for the hearts, minds and money of perfume users continues as Littlewoods puts cut price fragrances into 120 of its 124 stores in time for Christmas.

Aftershaves on offer include Vanderbilt, Cacharel and Fahrenheit, while the perfume list includes Anais Anais, Poison, Chanel No 5 and Miss Dior.

"We were the first chain stores to sell perfumes at discounted prices, ahead of Asda and Superdrug," a Littlewoods spokesman told *C&D*.

"We piloted cheaper perfumes in three of our stores from May last year. A year ago we increased this to 40 stores and this was so successful we have expanded the operation across the country."

Littlewoods are selling what they believe to be the top ten best selling brands at up to 25 per cent below the manufacturers' prices.

A statement from the company says they are sourcing their supplies from the "grey market" abroad, but they are reluctant to be more specific. "The sourcing of our supplies is *bona fide*, accredited, impeccable".

"The situation is a bit like Sunday Trading," said the spokesman. "People are trading on Sunday even if it is against the law; at the end of the day it is public opinion that counts."

Littlewoods dismisses the perfume houses' arguments that staff need specific training to sell their products. "A lot of people who are accredited agents have Saturday staff selling fragrances, who have much less training than our staff."

Wilkinson Sword for sale

Eemland Holdings have decided to sell Wilkinson Sword, the number two company in razor blade sales in Western Europe.

Enskilda and Goldman Sachs have been appointed to advise on the sale and formal approaches to potential customers are to be made in the near future.

Eemland chairman Mike Dowdall said: "Wilkinson is an excellent brand name and the group is a technological leader. This is a unique opportunity."

The company has also recently launched its Protector system in the UK, France and Germany.

AAH off the MMC hook

AAH Pharmaceuticals no longer have to divest the business won for its Aberdeen depot when Medicopharma went into liquidation. This is in spite of the fact that the Monopolies and Mergers Commission found that the AAH acquisition of Medicopharma's Aberdeen depot lead to a reduction in competition in the Highlands and the Grampian regions of Scotland.

However, the President of the Board of Trade Michael Heseltine believes that Norscot Pharmaceuticals, the wholesaler which was established last April to compete with the Aberdeen depot, provides sufficient competition.

However, AAH will continue to accept the restrictions imposed upon them to encourage new entries into this Scottish market, until the end of March.

These undertakings include:

- Restraint on soliciting business from former Medicopharma customers
- Restraint on offering preferential trading terms to former Medicopharma customers
- Keeping the Director General of Fair trading informed.

Norscot is a Numark principal.

Fake banknotes are a worry for retailers and can be an expense as banks confiscate forged notes and leave the retailers to suffer the loss. To combat this growing forgery problem Jerrard Brothers have launched an affordable UV note checking device, the Cashier's Comrade, priced at £25.52 plus VAT. There is also a deluxe version which has an additional white light to illuminate watermarks and oil tracks, priced at £39.00 plus VAT; tel: 081-688 8222.

Boots covet Hastings cricket ground

Boots Properties are negotiating with Hastings Borough Council to take on the town centre development scheme abandoned by the developers Speyhawk.

A spokesman for Boots told *C&D:* "Discussions with Hastings Borough Council are in their initial stages, but we can say the project is a major town centre development plan." The site of the proposed development is the Sussex County cricket ground in the middle of the town.

- Boots have topped out their new corporate headquarters building. The building, across the road from Boots' main site at Beeston, Nottingham, will house some 100 executives and will open in June next year.
- Landlords and tenants need to devise an alternative to the current type of lease agreement, says Boots director of Estates, David Stathers. "I take the view that the current arrangements that govern the terms of occupations create conflict," he told a recent CBI conference on commercial leases.

He said an owner intent on chasing the highest and best rents in order to maximise growth in the short term will force out the less profitable retailer, "whose trading format might nevertheless be strategic" to a shopping centre.

Arguing for flexibility, Mr Stathers said: "Short leases may be one answer and these will be attractive to some retailers. Long leases that exclude an opportunity to stand back and review future requirements is a major disadvantage."

Mr Stathers condemned the common practice of upward only rent review clauses in leases.

"In the short term it may serve to protect a landlord's income, but in the long term reality will have to be faced."

- Boots are among the six most profitable retail organisations in Europe, according to Management Horizons' 1992 European listings.

J. Sainsbury top the list in order of net profit (£628 million), followed by Marks & Spencer, Tesco, and Great Universal Stores with Boots in fifth place (£374.2m).

Boots are therefore more profitable than Germany's top retail organisation Spar Handels (seventh on the list), and France's Carrefour (eleventh). Nurdin & Peacock are forty ninth.

"Europe's Leading Retailers 1992" (£395) is available from Management Horizons, Waverley House, Lower Square, Isleworth, London TW7 6RL.

Coming Events

Monday, November 2

Slough and District Branch RPSGB. Joint meeting with the Windsor Medical Group. "Prostate gland problems and current treatments" by Mr Charles Hudd, consultant urologist, at 8pm in the Postgraduate Medical Centre, King Edward Hospital, Windsor. Registration and buffet from 7.15pm.

East Metropolitan and West Ham & District Association of Pharmacists RPSGB. "Some like it hot" by Dr Roger Stevens at 7.30pm for 8pm in the Churchill Room, Wanstead, Spratt Hall Road, Wanstead E11. Buffet 7.30pm.

Southampton & District Branch RPSGB. "Customs — Past, Present and Future" by Mr Paul Crocker, H.M. Customs & Excise at 7.30pm for 8pm. Refreshments sponsored by Cox Pharmaceuticals.

Somerset Branch RPSGB. CPPE "Response to symptoms" at the Manor Hotel, Yeovil. Details fron John Harris (Tel: 0749 673842).

Tuesday, November 3

Leicestershire Branch RPSGB. Post Grad 3 "Update on antibiotics" by Dr Andrew Swann, consultant microbiologist at 7.30pm for 8pm in the Postgraduate Medical Centre, Leicester Royal Infirmary.

Wednesday, November 4

Stirling & Central Scottish Branch RPSGB. "Dysphagia in Parkinsonism" by Mr Peter Jones, acting CAPO of Lothian Health Board at 8pm in the Leapark Hotel, Grangemouth. Buffet provided courtesy of R P Drugs Ltd.

Barnet Branch RPSGB. First Aid Practice session at 7pm in the Postgraduate Centre, Barnet General Hospital.

Northern Scottish Branch RPSGB. "From venom to toxin to drug — Natural toxins as therapeutic agents" by Professor Alan Harvey, School of Pharmacy, Strathclyde at 8pm in the Leys Suite, Craigmonie Hotel, Inverness.

Advance information

Macmorran Lecture. Organised by the Scottish Department of the Royal Pharmaceutical Society and hosted by the Ayrshire Branch. To be held on **November 11** in the Music Room, Oswald Hall, Scottish Agricultural College, Auchincruive, Ayr.

Consumers and community pharmaceutical services A seminar workshop jointly organised by Aston University and MEL Research on **November 24** at Aston Business School, Aston University, Birmingham. Cost £90. For further details, call Manjit Mann, MEL Seminar Co-ordinator (Tel: 021-604 4664).

Peptic ulcer cause? Cure? A one-day symposium of the Society of Pharmaceutical Medicine to be held at the Royal Society of Medicine, Wimpole St on **December 2. Further details from Barbara Cavilla (Tel: 071-581 8333).**

Spectrum splash out on generics

The Spectrum Group have bought into two regional generics suppliers. The company has acquired a controlling interest in North-East Generics Ltd and and a minority interest in Format Pharmaceuticals Ltd.

Both companies provide a localised delivery service to retail pharmacies in the North East of England. North-East Generics was formerly a partnership established 16 years ago by the Patchcott family.

In a statement, Spectrum say they believe the acquisitions will extend its service in the North East.

Intercare group buys Castle

The Intercare Group have bought the business and assets of Hampshire wholesaler P.J. Burns for £426,015 cash. The business trades as Castle Pharmaceuticals.

Castle's pre-tax profits were £106,790 in the year to September 30, on a turnover of some £1,855,474. Net assets were valued at £469,240.

The business will trade as part of Intercare's Impharm division, along side Nation Wide Ostomy. A spokesman for Impharm told *C&D:* "The acquisition provides Intercare with a new area of expansion in the South of England."

Pat Burns, the vendor, has signed a three year, full time service agreement with Impharm and will continue to run the business. He is to be a member of the Impharm board. Intercare have a history of buying companies and keeping on the existing management, said their spokesman.

£85,000 of the asking price has been placed on deposit in a joint retention account, to be released to Mr Burns at one year intervals, subject to his continuing employment with Impharm.

Show of security

Some 43 companies have signed up for Security International, a show to be launched at Olympia April 18-21 next year. An additional 17 companies have reserved space.

A feature will be the "Solutions Centre", which it is intended will feature presentations on retail, vehicle and transport security. The exhibition is planned for once every two years.

Classified

APPOINTMENTS

LLOYDS CHEMISTS

REQUIRE

PHARMACY MANAGERS

Capable of developing a community Pharmacy which genuinely cares for the needs of its patients. You will need a professional attitude, excellent communication skills and a commitment to providing a quality service.

As well as an excellent salary we offer:

BENEFITS

- Unrivalled promotion prospects
- Profit related bonus
- 20% staff discount
- Secure Pension Scheme
- Free Private Healthcare

VACANCIES

- HEDNESFORD
- BRIGHTON (EVES)
- NORTHAMPTONSHIRE
- DEVON
- SHEFFIELD
- WITHAM

CONTACT

Mrs Pat Hughes, The Pharmacist Recruitment Manager,
Lloyds Chemists Plc, Manor House,
Manor Road, Mancetter, Atherstone,
Warwickshire CV9 1QY.
Telephone: 0827 718001 (Daytime) or
0827 286829/0827 282117 (Evenings/Weekends)

LIVERPOOL — LITHERLAND

Dispenser Required

Full Time

Please contact Mr. J. Cotter
051-928 5513
051-924 0611 after 7pm

LOCUMS

NORTHAMPTON

Efficient locum required two mornings a week
9am to 1pm or Thursday 9am to 7pm (lunch 1-2pm).

Telephone: 0604 20008

COMMERCIAL MANAGER

Burnley

George Foster (Burnley) Limited, a major independent pharmaceutical wholesaler in the North West, wishes to recruit a Commercial Manager for its marketing, purchasing and distribution functions. The successful candidate will have had substantial experience of pharmaceutical wholesaling and will be a key member of the management team, reporting to the Managing Director.

A very attractive salary and benefits package, including car and contributory pension will be offered.

Please send full c.v. including details of current remuneration, in strict confidence to

M. A. Wiltshaw MRPharmS,
Managing Director,
George Foster (Burnley) Limited,
Farrington Place,
Burnley, Lancs BB11 5TZ.

LOCUMS

NORTHERN LOCUMS
Agency (Lic. No. YH1599)

ANNOUNCE: We now cover from the WATFORD GAP to the BORDERS!!
WE OFFER: (1) The LOWEST RATES in the coutry to proprietors
(2) The BEST SERVICE with our availability SEVEN DAYS WEEKLY up to 10.00pm
So why not save yourself TIME and FRUSTRATION with ONE CALL

Tel/Fax: Manchester (061) 725 8063
Tel/Fax: Bradford (0274) 831631

• Locums needed in all areas — please call to register — Top rates available

LOCUM-LINK

Member of the Henry I. Perlow Group
National Pharmacy Locum Agency

TELEPHONE 081-907 9894

Kent/Sussex Office 0892 510526

We invite Pharmacist Locums to apply for registration

WAREHAM, DORSET

Locum required for any consecutive Saturday am/Monday in November.

Telephone: 0929 551164

LOCUMS

Provincial Pharmacy Locum Services

HOLIDAYS
VACATIONS
BANK HOLIDAYS
DAYS OFF
LONG TERM COVER
•••
We employ motivated, experienced and well trained locum co-ordinators.

Have you ever spent many hours telephoning around looking for locums?
•••
We operate an established pharmacist run service.
•••
One call to us saves you time and worry wherever you are!

We have over 3000 Pharmacists Registered! plus experience of handling over 100,000 bookings Nationwide!

Please Call Now!

Our Business
Place your Locum problem in the hands of our experienced co-ordinators. We will inform you the moment cover is found.

Your Business
We leave you to get on with doing what you do best — **Running your Business**

AGENTS WANTED

AGENTS WANTED

Larkhall Natural Health, manufacturers of household names such as *Lipcote, Lipcare Creme, Ruthmol* and many other well known brands are looking for agents in selected parts of the country. Good rates of commission are paid, applications should be sent to:

Stephen Kiss,
Larkhall Natural Health Ltd,
225 Putney Bridge Road,
London SW15 2PY.
Tel: 081-874 1130

AGENTS WANTED

SITUATIONS WANTED

CENTRAL & EAST LONDON/ ESSEX
Locum pharmacist available now until November 14, also taking bookings for 1993.
Tel: 081-471 3154

IN OR AROUND LONDON AREA
Friendly experienced flexible locum with incredible sense of humour seeks a regular weekday. Permanent position sought.
Get me on 081-458 2084

NEWCASTLE/ SUNDERLAND
and surrounding area
Experienced, reliable locum available for regular days on permanent basis.
Telephone: 091-257 7651

GREATER LONDON AREA/ NE LONDON
Experienced pharmacist available for long term and permanent post.
Telephone Andrew Mortara on 081-888 2851

WEST YORKSHIRE
Experienced pharmacist has available odd days on regular casual basis.
Tel: Carole Deadman on 0422 201541 after 7pm

MIDDLESBOROUGH/ DARLINGTON
Stockton/Cleveland & North Yorkshire area
Locum available November and December. Now booking for 1993.
Tel: 0642 599357

AGENTS REQUIRED

FUDA
PHOTOGRAPHIC
COMPETITIVE RANGE OF FILMS – CAMERAS – ACCESSORIES

FUDA
1 HR MINILAB SYSTEM
DIVERSIFICATION OPPORTUNITY – AT REASONABLE COST – COMPLETE PACKAGE – EQUIPMENT – COUNTERS – SIGNS – PROMOTION

CONTACT JIM BAKER
TEL: 0536 412243 FAX: 0536 522908
(AVAILABLE EVENINGS & WEEKENDS)

COMMISSION AGENTS REQUIRED
An attractive commission is available for Agents to sell our nationally known branded pharmaceuticals and toiletries to
CHEMISTS, DRUG STORES and HEALTH STORES
Experience, Enthusiasm and Expertise together with trade contacts are necessary requirements.
EXCLUSIVE TERRITORIES AVAILABLE
Telephone: Opal Products Limited (081) 861 6181

AGENTS

Cherish require Agents calling on chemists for their Baby Clothes range, most areas available.

Telephone: (0533) 773013

Contact: George or Simon Brown

To advertise in this section please phone Joe Doveton on 0732 364422 Ext. 2468

HENRY I. PERLOW MRPharmS

N.E. ESSEX. Lock-up pharmacy. Annual turnover £375,958. NHS items 3500 per month. Council lease. Rent £2,500pa. Run under management.
Price £210,000 SAV. Ref. 09277

SUSSEX COAST. Lock-up pharmacy. Annual turnover £370,000. NHS items 2500 per month. Long lease. Rent £9,500 p.a. Owner emigrating.
Price £165,000 SAV Ref: 09276

TO BUY OR SELL A BUSINESS
TEL: 081-907 9894

YORK

In busy suburb. Outstanding opportunity to acquire a unique pharmacy. Other associated businesses within the same building bring in a large rental income.

Turnover approximately £330,000 p.a. Stock £55,000.
Offers in region of £190,000 plus stock. Plus offers for lease if required.

TELEPHONE: (0904) 782691

BABY CLOTHES

Baby Clothes with the chemist in mind

Cherish

for all newborn babies

3 sizes 3 to 5lb. 5 to 8lb. 8 to 12lb

For catalogue and information write or phone

dollycare Cosby Ltd
Elm Tree Road,
Cosby
Leicester

Contacts: George and Simon Brown

Tel: 0533 773013
Fax: 0533 477727

DENTAL KITS

THE EMERGENCY DENTIST (NO NEED FOR INJECTIONS) ™

FOR TRAVEL OR HOME USE

A DENTAL CARE PRODUCT FOR YOUR FAMILY

SAFE, EASY TO ADMINISTER, DENTAL REPAIR KIT, EXTREMELY STRONG REPAIRS FOR
* lost crowns * fillings * cracked teeth *

NEW PACK!
NEW PRICE!
R.R.P. £4.99
HIGH PROFITABILITY!
LOW OUTLAY!

Call DENTAL SAVER
Tel: 0275 810291
Fax: 0275 858112

FINANCIAL

Is your business being overcharged by the Bank?

Let me — a fully qualified ex-banker investigate on your behalf

Contact: A.W. MURPHY ACIB

(0709) 700674

PLANNING CAPITAL EXPENDITURE?

Whether you're thinking of shopfitting, photographic processing or a new computer, we can give you a competitive lease deal with low deposit.

TELEPHONE DAVID LEWITT AT
PHARMACY FINANCE on 081-744 9003
52 Heath Road, Twickenham TW1 4BX.

HEALTH SCREENING SERVICES

PharmaCheck SCREENING SERVICE

Have you considered cholesterol testing, but don't have the time? Why not let one of our visiting Pharmacists do it for you, with minimal disruption to your already busy schedule? Daily bookings taken. Promotional & educational material supplied. Thoroughly professional, with good profit potential.

PharmaForce Limited

Contact Ella Craig, Sales Director, 27 Hartwood Green, Chorley, PR6 7BJ
Telephone 0257 232518

LOANS

100% PRACTICE LOANS

We offer professional people 100% practice loans to purchase, merge or re-finance, so there is no need to mortgage your home to raise capital for this purpose.

Various repayment methods are available to suit individual requirements for terms of 20 years or longer. We are willing to consider loans to partnerships and sole practices.

To find out more call us on 071-242-4375 or write to J.W. Sleath & Co. Ltd., Insurance and Mortgage Brokers, 58 Theobalds Road, London WC1X 8SG.

Sleath

Specialists in Practice Finance

1% ABOVE BANK BASE

PHARMACY COMPUTER SYSTEMS

POS

Check Out
EPOS

Patient Records
Interactions
Labels
Leaflets
Stock Control

PROMOTED

Hadley Hutt COMPUTING LTD

Anna Butler, MRPharmS, Dept G.B., Hadley Hutt Computing Ltd.
George Bayliss Rd, Droitwich, Worcs WR9 9RD.
Tel: 0905 795335. Fax: 0905 795345

PHARMACY COMPUTER SYSTEMS

S CALVERT COMPUTER SERVICES PRESCRIPTION LABELLING SYSTEMS

including:-

- Patient records
- Drug interactions
- Owings
- Stock usage
- Controlled dosage sections for (Nomad etc)
- Software from £99.00 plus VAT to £249.00 plus VAT
- Complete systems for less than £1899.00 + VAT
- 28 day free trial on all software

FOR MORE DETAILS, CONTACT S CALVERT COMPUTER SERVICES AT 83 PONTEFRACT LANE, LEEDS, LS9 9HS. PHONE (0532) 484746

PACE βeta *LABELLING SYSTEMS*

THE BETTER LABELLING & RECORD SYSTEMS

- **Faster**
- **Guaranteed Security**
- **More Features**
- **Simpler**
- **Free Credit**
- **Low Price**

No one has more experience.
Don't buy without first seeing a Pace Beta demonstrated in YOUR pharmacy
• Available for one months trial
For details and a free demonstration
Telephone: 051-941 7011
37 Stamford New Road, Altrincham WA14 1EB

John Richardson Computers Ltd

PMR Latest Update 10/92 **EPOS**

JRC systems are renowned for their speed, ease-of-use and flexibility - They are the most widely used in pharmacy today, are constantly updated and enjoy an enviable after-sales service. You may think you can't afford the best - You'll be surprised . . .

FOR MORE DETAILS, OR FREE EPOS/PMR VIDEOS, PHONE 0772 323763 (FAX 0772 323003) - OR WRITE TO JRC LTD, FREEPOST, PR5 6BR

PRODUCTS & SERVICES

SAD
(Winter Depression)
New range of FSL lightboxes now available from **£99.50.**
(VAT free to SAD sufferers)
Full details from:
F.S.L.
Unit 1, Riverside,
Victoria St,
High Wycombe,
Bucks. HP11 2LT.
Telephone:
(0494) 448727

PORTASTOR®
HIGH SECURITY
DRUG CABINETS

IDEAL HIGHLY SECURE STORAGE FOR DRUGS
Larger sizes available
Contact **Richard Lewis** on **0904 624872** or write to PORTASTOR PRODUCTS (4/0002/DC), PORTASILO LTD, YORK YO3 9PR. Fax 0904 611760

SHOPFITTINGS

EXDRUM STOREFITTERS

0626 - 834077

COMPREHENSIVE DESIGN, MANUFACTURE AND INSTALLATION SERVICE FOR THE RETAIL PHARMACY

KING CHARLES BUSINESS PARK, OLD NEWTON ROAD, HEATHFIELD, DEVON TQ12 6UT

PROFESSIONAL
PHARMACY DESIGN & INSTALLATION

gemma shopfitting systems

OFFICE & SHOWROOM 0935-20724
LONDON OFFICE 0883 622151
OXFORD ROAD, PEN MILL TRADING ESTATE, YEOVIL BA21 5HZ.

Pharmacy Shelving and Dispensary Fittings
Consult us for planning, design and installation expertise, at lower than budget prices
Call (081) 337 4969 or (0932) 850284
AB Shelving and Design Ltd

SHOPFITTING SYSTEMS & SERVICES

- **30+ YEARS EXPERIENCE IN PHARMACY PLANNING**
- INDEPENDENT ADVICE FOR THE INDEPENDENT PHARMACIST
- CHOICE OF SYSTEMS TO SUIT INDIVIDUAL BUDGETS
- UP MARKET OR UNBEATABLE LOWEST PRICE PACKAGE

FREDERICK MOORE 0525 222526

D.M. WHOLESALE SUPPLIES LTD.

SUPPLIERS OF PERFUMES, CHEMIST SUNDRIES & TOILETRIES

UNIT B, 277 ABBEYDALE ROAD, WEMBLEY, MIDDX. HA0 1WQ ENGLAND. TEL: 081-991 2522 FAX: 081-991 9483

★★★★ Special Offers ★★★★ Special Offers ★★★★ Special Offers ★★★★ Special Offers ★★★★ Special Offers ★★★★

Gillette GII Blades	5x20	£22.00	Lynx Deodrant Spray	1x6	£7.92	**Hair Colours**		
Gillette Contour	5x20	£22.00	Impulse Body Spray	1x6	£7.20	Recital	1x3	£6.90
Gillette GII Plus	5x20	£26.00	Natrel Plus A/P Spray	1x6	£5.99	Nice n' Easy	1x3	£6.15
Gillette Contourplus	5x20	£26.00	Arrid A/P Deod. Spray	1x6	£4.99	Born Blonde	1x3	£5.25
Gillette Sensor	5x20	£34.00	Mum Roll on 50ml	1x12	£7.50	Loving Care	1x3	£5.25
Gillette Sensor	10x20	£66.00	Ponds Cold Cream 50ml	1x6	£4.80	Clairesse	1x3	£6.60
Gillette Blue II	5x40	£29.99	Ponds Dry Cream 50ml	1x6	£4.80	**Shampoo**		
Gillette Blue II	10x20	£27.99	Ponds Light Day 50ml	1x6	£4.80	Vosene 150ml	1x12	£7.92
Bic Disposable	5x40	£10.40	Ponds Night Cream 50ml	1x6	£5.40	Flex 350ml	1x12	£15.60
Bic Disposable	10x20	£9.99	Ponds Dry Cream 100ml	1x6	£7.50	ZPII 200ml	1x6	£9.00
Wilkinson Protector	5x10	£17.00	Ponds Dry Cream 200ml	1x6	£13.20	Aquamarine	400x6	£3.96
Wilkinson Protector Raxor	1x5	£9.00	Lipcote 7ml	1x12	£11.99	Flex & Co	300x6	£7.50

★ **All goods are subject to availability** ★

TOP PRODUCTS/ BOTTOM PRICES!

M.R.P. £20.00 **BEAUTIFUL** 15ml EDP Spray £10.95	M.R.P. £25.00 **WHITE LINEN** 30ml EDP Spray £14.50	M.R.P. £34.00 **KNOWING** 30ml EDP Spray £19.50
M.R.P. £36.00 **OPIUM** 50ml EDT Spray £19.50	M.R.P. £27.00 **AROMATICS** 25ml EDP Spray £13.95	M.R.P. £11.75 **CACHET** 45ml Cologne Spray £2.95
M.R.P. £19.95 **LOU LOU** 30ml EDP Spray £10.95	M.R.P. £9.95 **NOIR** 50ml Aftershave £2.75	M.R.P. £15.75 **QUORUM** 50ml Aftershave £5.95
M.R.P. £19.00 **KOUROS** 50ml Aftershave £11.50	M.R.P. £6.95 **OLD SPICE** 150ml Aftershave £2.50	GUARANTEED **OBSESSION ETERNITY** NOW IN STOCK

30+ DAYS CREDIT – 24 HOUR DELIVERY

FOR FULL PRICE LISTS CONTACT:

D.E. Pharmaceuticals

DERWENT HOUSE, PRUDHOE STATION, NORTHUMBERLAND NE42 6NP
TELEPHONE: 0661 835755 FAX: 0661 835839

LACK DISPENSING LIMITED

From our November Generic List

AMOXYCILLIN 500MG	100	£4.50
BACLOFEN 10MG	100	£4.82
BENORYLATE SUSPENSION 300ML		£6.58
CHLORODIAZEPOXIDE 5MG	500	£3.86
CIMETIDINE (all strengths)		£8.56
CO-TRIMOXAZOLE 400/80	500	£8.08
DANAZOL 200MG	100	£40.66
DICLOFENAC 25MG	100	£1.95
DICLOFENAC 50MG	100	£3.40
DOXYCLINE 100MG	50	£11.84
FENBUFEN 450MG	56	£11.77
ISOSORBIDE MONO 10MG	100	£4.82
MEFENAMIC ACID 250MG	500	£12.30
MEFENAMIC ACID 500MG	100	£6.96
METFORMIN 500MG	500	£4.87
METHYLDOPA 250MG	500	£8.50
PENICILLIN V 250MG	1000	£10.91
PIROXICAM 20MG	30	£3.96
TAMOXIFEN 10MG	30	£1.60

For a list or to place orders please contact us:

Telephone 0767 680563/681309 Fax 0767 683340
Lack Dispensing Limited,
The Laurels, 31 Bedford Road, Sandy,
Bedfordshire SG19 1EP.

Many buyers have already bought their toiletries and perfumes for Christmas.

Consider your 'younger' customers who are looking for a present at less than £2 to please Auntie, Grandma or even their favourite neighbour.

KOOLOGNE solid Cologne stick fits the bill nicely. Not just a summer sale when ladies wish to keep cool. Nor is it just a handy sale for ladies in hospital wishing to keep cool in the controlled heat of the ward.

In two perfumes, normal and lavender, there is also an attractive spray variant — 30ml.

RSP £1.99 each. Fits the bill and the pocket.

Complete your Christmas stocking list.

Ask your rep to call.

J J Pickles & Sons

BEECH HOUSE, 62 HIGH STREET, KNARESBOROUGH, NORTH YORKSHIRE HG5 0EA. TELEPHONE: (0423) 867314

LIBRA DISTRIBUTORS

WHOLESALERS OF FRAGRANCES · PHOTOGRAPHIC FILMS & BATTERIES
TEL: 081-445 4164 · FAX: 081-445 1399

BUY IN SINGLE AND NOT IN THREES YOUR PROFITS WILL HAVE A NICE SCENT

ARAMIS AFTERSHAVE 60ml	£8.68
BOSS AFTERSHAVE 50ml	£10.11
FARENHEITE AFTERSHAVE 50ml	£10.37
GIORGIO AFTERSHAVE 50ml	£9.36
JAZZ AFTERSHAVE 50ml	£10.21
PACCO RABANE AFTERSHAVE 75ml	£8.46
QUORUM AFTERSHAVE 50ml	£5.89
RAPPORT AFTERSHAVE 100ml	£6.36
ALYSSA 75ml SPRAY CANS	£4.77
ANAIS ANAIS EDT 30ml SPRAY	£9.78
BENETTON LADIES EDT 30ml SPRAY	£5.13
BEAUTIFUL EDP 15ml SPRAY	£13.60
BYZANCE EDT 30ml SPRAY	£7.91
CHANTILLY EDT 30ml SPRAY	£5.96

Feel free to call for a price list on 081-445 4164 Nationwide Delivery Next Day

30 DAYS CREDIT ON ALL ORDERS OVER £350 • ALL PRICES ARE EXCLUSIVE OF VAT

ARE YOU TAKING ADVANTAGE OF PASSPORT PICTURE OPPORTUNITIES? BIG POTENTIAL. FOR A FREE DEMO AND MORE INFORMATION PLEASE CALL US NOW!

PRICE LIST UPDATE
FURTHER REDUCTIONS ON PI'S AND GENERICS

Disc.		Net
28%	ADALAT 5mg 40's	£2.35
34%	PROZAC 20mg 14's	£9.87
33%	ZOVIRAX CREAM 3g	£5.61
	DILTIAZEM 60mg 100's	£6.50
	ERYTHROMYCIN 250mg 500's	£14.95
	MEFANAMIC ACID 250mg 500's	£13.95

DON'T FORGET ! 2½% EXTRA DISCOUNT ON GENERIC ORDERS OVER £250

CALL FREE ON 0800 21 29 62

FREEMAN PHARMACEUTICALS

Europharm

GENERIC AND IMPORT OFFERS TOO GOOD TO PRINT!

PHONE US

FREE PHONE SOUTHERN 0800 525381

SOUTHERN OFFICE OPEN FROM 8am TO 8pm. MONDAY-FRIDAY

Ladysave House • Dominion Way
Worthing • West Sussex BN14 8NW
Tel: (0903) 213303 Fax: (0903) 203255

JALARAM IMPORTS

ESTEE LAUDER. PARCEL	RRP
3 Spellbound. 15ml Sp.	15.00
6 Y/Dew. 65ml Sp.	21.00
3 Estee. 30ml Sp.	22.00
3 White Linen. 30ml Sp.	25.00
2 White Linen. 60ml Sp.	34.00
3 Cinnabar. 30ml Sp.	21.00
1 Private Collection. 30ml Sp.	32.00
3 Knowing. 30ml Sp.	34.00
3 Beautiful. 15ml Sp.	21.00
3 Beautiful. 30ml Sp.	32.00
1 Beautiful. 75ml Sp.	48.00

TOTAL RRP £784.00 — COST £511.35

★ ★ ★ ★ ★
1 FREE WHITE LINEN 15ml Sp. WITH EVERY ORDER
★ ★ ★ ★ ★
OVER 100 ITEMS ON OFFER THIS MONTH

TEL: 081-422 3269 / 423 5835
FAX: 081-907 8323 FOR PRICE LISTS

STOCK WANTED

WANTED

Old Chemist Shop fittings in mahogany.
Complete shop interiors purchased.
Drug runs, bow cabinets etc.
We try hardest, travel furthest, pay more.
Tel: 0533 515460 Eves: 515488 Fax: 623847

TRADEMARKS

TRADE MARK REGISTRATION 1347415 JOOP! in Class 3 in the name of JOOP! Cosmetics GmbH

The above Trade Mark which is registered in respect of "Soaps, Perfumes, Deodorants, Cosmetics, Face Creams, Preparations for the hair, dentifrices; all included in Class 3" was assigned on 19th June 1992 from JOOP! Cosmetics GmbH of Badestr 2000 Hamburg 13, Germany, to JOOP! GmbH, Harvestehuder Weg 22, Hamburg, Germany, without the goodwill of the business for which the mark is registered.

BOULT, WADE & TENNANT
Agents for the Assignees

TRADEMARKS

The Trade Mark set out below was assigned on: 23rd June 1992

by: CHARLES OF THE RITZ GROUP, LTD.

to: REVLON, INC.

WITHOUT THE GOODWILL OF THE BUSINESS CONCERNED IN THE GOODS FOR WHICH THE TRADE MARK IS REGISTERED:

NUMBER	TRADE MARK	GOODS
1284831	XI'A XI'ANG	Soaps, perfumes, essential oils, cosmetics, non-medicated toilet preparations, non-medicated preparations for the care of the skin and body; all included in Class 3.

Businesslink

A FREE Service for Chemist & Druggist Subscribers

LOCUMS

NORTHAMPTON - Efficient locum required two mornings a week 9am to 1pm or Thursday 9am to 7pm (lunch 1-2pm). Tel: 0604 20008.

WAREHAM, DORSET - Locum required for any consecutive Saturday am/Monday in November. Tel: 0929 551164.

DISPENSING TECHNICIANS

KENTISH TOWN, NW LONDON - Full/part time dispensing technician required. Tel: 081-445 2448 after 8pm.

SOUTH HUMBERSIDE (Nr Brigg) - Full/part time dispenser required. Excellent remuneration for suitable person. Tel: 0652 660619.

NORTH LONDON - Experienced dispensing assistant available immediately. Full/part time considered. Telephone M Rawal on 081-803 9118.

SITUATIONS WANTED

CENTRAL & EAST LONDON/ESSEX - Locum pharmacist available now until November 14, also taking bookings for 1993. Tel: 081-471 3154.

IN OR AROUND LONDON AREA - Friendly experienced flexible locum with incredible sense of humour seeks a regular weekday. Permanent position sought. Get me on 081-458 2084.

NEWCASTLE/SUNDERLAND and surrounding area. Experienced, reliable locum available for regular days on permanent basis. Tel: 091-257 7651.

GREATER LONDON AREA/NE LONDON - Experienced pharmacist available for long term and permanent post. Telephone Andrew Mortara on 081-888 2851.

WEST YORKSHIRE - Experienced pharmacist has available odd days on regular casual basis. Telephone Carole Deadman on 0422 201541 after 7pm.

MIDDLESBROUGH/DARLINGTON/ Stockton/Cleveland and North Yorkshire area - locum available November and December. Now booking for 1993. Tel: 0642 599357.

WEST LONDON,BERKSHIRE/SURREY - Experienced locum seeks alternate Saturdays and Wednesdays. Tel: 0344 843103.

LONDON/MIDDLESEX/ Herts/Essex/Bucks - Experienced, conscientious, reliable locum pharmacist available. Telephone Michael Myers on 081-203 2536 up to 10pm.

LEICESTER or within reasonable distance - Experienced ex proprietor seeks managerial or long term locum position. Evenings and weekends also considered. Rates negotiable. Tel: 0203 414722.

POTTERIES/CHESHIRE/N. STAFFS/N. WALES - Experienced locum available from November 9. Tel: 0270 878982 Patrick Donnelly.

NOTTINGHAM and surrounding area - Locum available. Tel: 0602 863737.

SOUTHAMPTON/BOURNEMOUTH/ Portsmouth and surrounding areas - Experienced locum now booking November and December, and from April 93. Whole weeks, odd days and emergency cover. Telephone Paul on 0794 68935.

LONDON & SOUTH EAST - Experienced reliable professional and adaptable locum available during November and December. Tel: 071-627 2429.

EAST & NORTH ESSEX/SUFFOLK - Community pharmacist available 2 evenings per week from 1st November. Please phone 0255 672845 (work) or 0255 676626 (home).

BASED AT GANT'S HILL - Experienced ex proprietor locum pharmacist available one or two days a week on a regular basis. Tel: 081-554 3543 after 7pm.

EXCESS STOCK

TRADE LESS 25%+VAT+POSTAGE - 10 Depixol inj 20mg; 10 Depixol conc inj 50mg; 100 Pyrogastrone tabs (ex 5/93). Tel: 0772 814098.

ICE PACKS - 6 round Suba-Seal. Offers for donation to Children in Need plus postage. Tel: 00843 832016.

COST LESS 20% - 56 Bonefos 400mg; Cost less 40% - 2 Hypurin Neutral; 8 Hypurin Lente. Tel: 0480 214355.

TRADE LESS 40%+VAT - 4 x 30 Hollister 2115/D673; 120 Algitec; 28 Zestril 5mg; 50 Asendis 5mg; 100 Mexitil 200mg; 95 Meptid; 112 Metenix-5. Tel: 0532 456770.

TRADE LESS 20%+VAT+POSTAGE - 800 Alu-Cap Tabs; 60 Deponit-5 patches; 48 Lingraine tabs; 42 Lopid tabs; 42 Picolax sachets; 700 Cardene 30mg caps. Tel: 0752 563592.

TRADE LESS 50% - 2 x 60 Didronel (exp 12/93); 134 Dantrium 25mg caps; 6 Zofran 8mg tabs (exp 10/93). Tel: 0737 81325l.

TRADE LESS 50%+VAT - 2 X 30 Hollister 3328. Tel: 0227 457830.

TRADE LESS 50%+VAT+POSTAGE - Diazepam syrup 100ml (exp 11/92); Vertigon spansules (exp 1/93); Lexpec syrup (exp 4/93); Tavegil susp (exp 1/93); Mucaine susp 200ml (exp 11/92); Lanoxin PG susp 100ml (exp 1/93); Fulcin susp 100ml (exp 5/93); Tel: 081-684 1352.

TRADE LESS 30%+VAT+POSTAGE - 222 Co-Amiloride tabs; 6 Augmentin disp tabs (exp 12/92); 80 Aldomet 125mg; 30 Diumide K; 68 Decadron 500mcg; 11 Hydergine 4.5mg; 38 Lederfen 450mg; 10 Lasix Plus K packs; 193 Propylthiouracil; 26 Sustamycin caps; Tel: 081-684 1352.

TRADE LESS 50%+VAT+POSTAGE - 240 Fenbid (exp 11/92); trade less 30%+VAT+postage - 158 Questran sachets (exp 10/95). Tel: 06973 21891.

TRADE LESS 50%+VAT - Convatec Surgicare System 2 16 x S273 and 3 x S355. Tel: 081-459 0742.

DISOPYRAMIDE 100mg caps 80 x 100. £3.99+VAT+postage. Tel: 081-953 3320.

TRADE LESS 50%+VAT - 7 x 5 Accuseal S500 (exp 6/94); 4 x 10 Accuseal S450 (exp 6/95); 5 x 10 Accuseal S455 (exp 6/94). Tel: 0527 402146.

TRADE LESS 50%+VAT+POSTAGE - 100 Dantrium (exp 10/93); 19 x 20ml Ventolin Resp Soln (exp 5/93); 112 Stromba (exp 5/96); 100 Aldactone 100mg (exp 6/93); 200 Isordil Tembids (exp 2/95). Tel: 081-670 6863.

TRADE LESS 50% - 2 x 30 Faverin 100mg (exp 2/93); 3 x 60 Faverin 50mg (exp 10/93). Tel: 0902 405842.

ORBENIN 250MG (exp 7/94); Daktarin oral tabs (exp 9/96); Eurax lotion 100ml; Eurax cream 30g. All at 30%+VAT+postage. Tel: 081-520 5820.

TRADE LESS 40% - Becotide susp; pentazocine supps; Berotec inhalers; Anturan 100mg; Esbatal 10mg; Fucidin tabs. Tel: 0933 312168.

TRADE LESS 40%+VAT - Sandimmun oral solution 3 x 50mls (exp 12/94). Tel: 0268 880323.

TRADE LESS 40%+VAT - 5 x 10 Calciparine syringes 12,500 iu (exp 4/95). Tel: 021-706 0157.

FOR SALE

COMPLETE SHOP FITTINGS for sale. Tel: 0203 404177.

SPACE-SAVING PHARMATRIEVER available in New Year due to re-location. 24ft x 5ft carriers. Offers invited. Tel: 0625 574401.

SHOPFITTINGS available after Xmas. Offers invited. Tel: 0234 854220.

OLD LINK LABELLER; NPA fridge thermometer; pricing gun; pregnancy testing sign; text books, etc to clear. Tel: 0203 414722.

MERCEDES 190E AUTO - 1990 G Reg, 33,800 miles from new. ESR, EW, PAS, FSH. Very clean inside and out. £13,000 or near offers. Tel: 0532 484107 or 401763.

RED TOYOTA CECILIA 2.0GT - 87D 67K. VGC, FSH. Two owners. Full MoT. Air cond. Elec. S/R and windows. Lady driver. £5,250 ono. Tel: 0522 788353.

WANTED

SECRET GARDEN PLC - Does anyone know if their aromatherapy products still exist? eg via mail order. Tel: 0272 622632.

IMPORTANT

Because demand for free Business Link entries exceeds the space available, subscribers are asked to comply with the 30-word limit. To avoid delay in publication, please ensure that brand and drug names have the correct spelling and that the text is legible.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.
EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname . . . . . .

First names . . . . . .

Address . . . . . .

. . . . . Postcode . . . . . .

Personal RPSGB Registration number . . . . . .

Telephone number . . . . . .

Proposed advertisement copy (maximum 30 words)

. . . . . .

. . . . . .

. . . . . .

. . . . . .

To be included under section Heading . . . . . .

Signed . . . . . Date . . . . . .

Aboutpeople

Excellence is rewarded

Pharmacist Anant Pandya, owner of the Chipstead Pharmacy at Coulsdon, Croydon, has been presented with an "Award of Excellence". The award is an annual event organised jointly by the Croydon Chamber of Commerce and the *Croydon Advertiser*. This is the first time the prize has been awarded to a pharmacist since the scheme began 11 years ago.

Mr Pandya was nominated for the award by two of his customers and was "very surprised" as the first he knew of it was when the newspaper phoned to tell him he was the winner.

Mr and Mrs Windus, of Coulsdon, nominated their pharmacist because they found him "extremely helpful" and willing to answer complicated questions about prescribed drugs. Mr Pandya modestly replied that he was just doing his job. "The independent pharmacy can offer a personalised service as they know the history and background of the customer."

Croydon Advertiser

Pharmacist Anant Pandya (centre), winner of the Award for Excellence, receives his prize watched by: (l to r) Ron Cox, general manager, Croydon Hilton Hotel; Mr Arthur Windus; Malcolm Starbrook, editor Croydon Advertiser Group; Councillor Maurice Fowler, president of the Croydon Chamber of Commerce and Industry, and Mrs Lilian Windus

Mr Pandya has received a number of cards and phone calls congratulating him on his award. He was particularly pleased to receive a letter from his local LPC. He told *C&D* the award was a "great boost for morale" and he and his staff, who were "very pleased", have been out for a celebration.

Mr Pandya was presented with a shield, which he can display in his shop for the next year, and a meal for two at the new Hilton National Hotel in Purley Way.

Down under in Albania

Pharmacist Fay Hartley of the Finlay McKinlay pharmacy in Glossop recently travelled to Albania to explore caves which are believed to have some of the deepest shafts in the world.

Fay was one of 22 people on the British Albanian Speleological Expedition which spent three weeks in Albania in the Autumn.

Fay first became interested in caving when she was a pharmacy student at Manchester University. She has explored caves all over Britain as well as sites in Austria, Italy, France and Spain.

Although Fay and her colleagues reached depths of 240ft, they had planned to go much deeper. Unfortunately many of the areas they were hoping to explore were considered too dangerous by their Albanian guides.

Fay, who is an AAH customer approached the company for medical supplies which the cmpany was happy to donate.

From Chemex to China

Pharmacist Elizabeth Cressey and her husband John (centre) are the winners of a trip to China in a free draw held at Chemex. They are pictured receiving their tickets from Hugh Robinson (left), Chemex show manager, and Stephen Shen, China Travel Services

Pharmacist Elizabeth Cressey of Bristol and her husband John are the winners of the trip to China, the prize offered in a free draw at Chemex '92 last month at Wembley.

The eight day holiday, valued at £2,000, was provided by the organisers MGB Exhibitions in association with China Travel Services. The Cresseys will be visiting the Forbidden City, the Summer Palace, Ming Tombs, Lama Temple, Temple of Heaven, the Great Wall and other sights around the ancient city of Beijing.

This year was the Cresseys first visit to Chemex and Mrs Cressey said: "We had a most successful day at Chemex, but never imagined we would win this free prize draw holiday. You certainly get more out of Chemex than you expect, and we shall definitely be back next year!"

Ski cup for pharmacists

The next World Ski Cup for pharmacists and doctors will be held in Meribel, France, from March 27 to April 3, 1993.

Meribel, one of the resorts chosen for this year's Winter Olympics, is situated in the centre of three valleys which form one of the largest ski-ing areas in the world. There will be slalom races, together with a professional congress.

The French organisers, Yves and Dominique Lecaillon, will be arranging a special package deal in the resort, including hotel accommodation and social events. They can be contacted at 5 rue Rigaud, F-92200 Neuilly sur Seine.

Pharmacist Anoop Patel (right), from Bognor Regis, was the winner of the Sterling Health Pharmacist Golf Trophy. He is pictured here receiving his trophy from Mr Tony Philp, sales director, Sterling Health

Mono film output by Final Word, Tonbridge, Kent. Printed by Riverside Press Ltd, St Ives plc, Gillingham, Kent. Published by Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Registered at the Post Office as a Newspaper 24/20/16s. Contents © Benn Publications Ltd 1992. All rights reserved. No part of the publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of Benn Publications. Benn Publications Ltd may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies, please write to Fraser Murdoch at Benn Publications Ltd.

Charwell? Yes, I stopped smoking thanks to them.

With just enough nicotine in each tiny capsule to ease the craving for a cigarette, thousands of smokers every year find the extra help they need from Stoppers. And at only £2.19 for thirty, they know it won't break the bank to break the habit.

With Charwell's commitment to national advertising support, thousands of new customers will be asking for Stoppers and our other products. In fact, continuous advertising across all our brands will be seen by over 19 million potential customers.

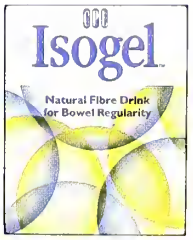
Effective products and effective marketing–that's why Charwell brands make profits for you.

CPL

CHARWELL

CARE FOR YOUR CUSTOMERS

PROFIT FOR YOU



The complete Charwell range is available from your wholesaler. For more information telephone or write to Charwell Pharmaceuticals Ltd. Charwell House, Wilsom Road, Alton, Hampshire GU34 2TJ Tel: (0420)84801 Fax : (0420) 89376

JORDAN'S Magic TOOTHBRUSH

STOCK IT NOW, AND WATCH IT DISAPPEAR, (IT'S MAGIC)

New and exciting, the Jordan Multituft toothbrush is the first ever brush to alter colour as you use it.

Approved by dentists, the Jordan Magic, available in Junior and Adult, takes two minutes for the handle to completely change colour, thus encouraging longer brushing.

Supported by £500K of national TV and press advertising, plus high profit margins, the Jordan Magic is set to take the UK by storm.

We put our money where your mouth is!

Jordan* Europe's toothbrush

No1

Jordan Magic - distributed by
Chemist Brokers Ltd, Foodbroker House,
Northarbour Road, North Harbour,
Portsmouth, Hampshire, PO6 3TD.
Telephone: (0705) 219900 Fax: (0705) 219222

Chemist Brokers
A division of Food Brokers Limited